Appendix B

Spanish and Chinese Media Plan

MTC-Clipper℠ Communities of Concern Media Recommendation

February 8, 2011

SWIRL

Plan Recommendation: Spanish

Spanish Newspaper

- El Mensajero
  - A community paper providing useful and entertaining information to the Spanish-speaking market. Around the Bay Area section (*En la bahia*) is a synergistic environment for Clipper SM.
  - Circulation: 104,000
  - Published/Format: Sunday/Tabloid
- El Reportero
  - Is a true bi-lingual newspaper committed to sports, culture, entertainment and events that help shape Hispanic Americans within the San Francisco Bay Area.
  - Circulation: 20,000
  - Published:/Format: Wednesday/Tabloid
- El Observador
  - Prides itself on educating Latin Americans who are innovative, creative and capable of becoming leaders in the community.
  - Circulation: 40,000
  - Published/Format: Friday/Tabloid
- Buy Details:
  - Mix of ¼ & ½ page color insertions
  - Run-of-paper & premium sections
  - Distributed: San Francisco, South San Francisco, East Bay, South Bay & Peninsula

- Est. # of Insertions: 19
- Est. # of Impressions: 1,001,402
- Spend: $28,851

Spanish Television

- KDTV- channel 14 (Univision)
  - Ranked #1 Spanish language in all demographics across all day-parts
- KFSF- channel 66 (Telefutura)
  - Ranked #2 Spanish language with A25-54 in some day-parts
- KSTS- channel 49 (Telemundo)
  - Ranked #2 Spanish language with A25-54 in some day-parts
- Buy Details:
  - Mix of day-parts (early morning, early news, prime, late news & weekend)
  - Purchase specific programs with higher viewership (e.g. News , Sports & Novellas)
  - Adults 25-54 primary target
  - :30s spots

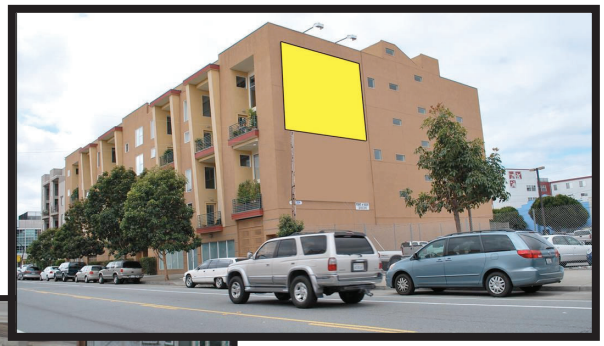
- Est. # of Spots & GRPs: 282 spots/325 GRPs
- Est. # of Impressions: 2,031,250
- Flight Length: 5 weeks
- Spend: $52,833

Spanish Radio

* KSOL- 98.9 FM (Univision)
  - Mexican Regional format
  - Ranked #1 Adults 25-54, M-F 6a-7p
* KBRG- 100.3 FM (Univision)
  - Recuerdo Spanish Adult Classic Hits format
  - Ranked #2 Adults 25-54, M-F 6a-7p
* KRZZ- 93.3 FM (Spanish Broadcasting System)
  - La Raza Mexican Regional format
  - Ranked #3 Adults 25-54, M-F 6a-7p
* Buy Details:
  - Mix of day-parts (AM drive, mid-day, PM drive, evening & weekend)
  - Targeted shows & radio personalities
  - Adults 25-54 primary target
  - Combined coverage reaches broader San Francisco Bay Area
  - :30s spots & :15s news/weather/traffic sponsorships
* Est. # of Spots & GRPs: 337 spots/450 GRPs
* Est. # of Impressions: 2,986,650
* Flight Length: 6 weeks
* Spend: $52,833

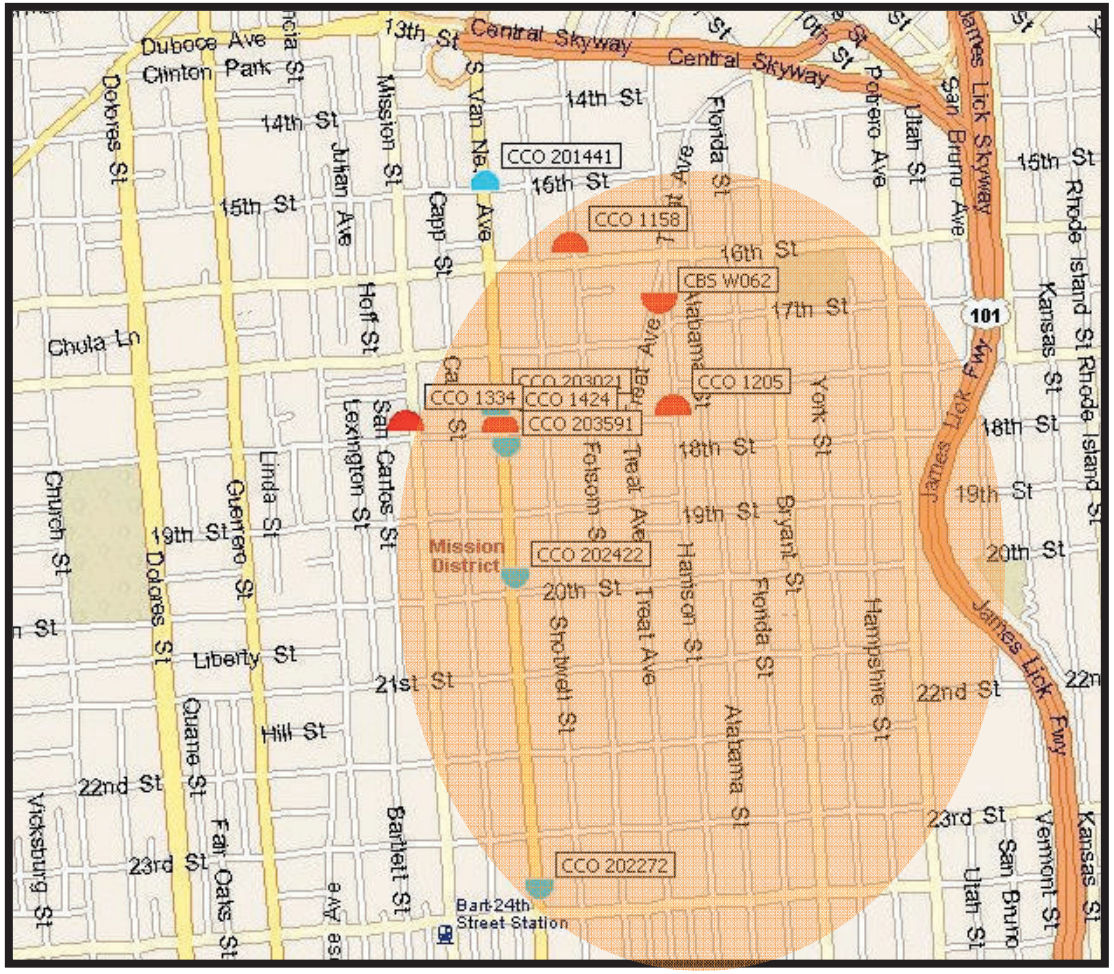
Spanish Outdoor

- Harrison s/o 17th St, North-facing wall unit
  - 12,650 Daily Estimated Circulation
  - 24’x 24’
- Eco Posters
  - Targeted to the Mission district
  - 4 locations
  - Exposed to car and foot traffic
- Bus Shelters
  - Targeted to the Mission district
  - 5 units
- Vinyl Clings
  - 11” x 17” posters displayed in storefronts of community retailers including, but not limited to grocery stores, restaurants and cafes, laundry mats, bars, community centers, and any additional locations that have heavy traffic from the targeted community
  - Exact locations TBD
- Est. # of Impressions: 779,300 (not including vinyl clings- format not measured)
- Flight Length: 13 weeks
- Spend: $26,541



Spanish Outdoor (cont.)

- Bus Shelters are in blue
- Ecoposter (30-sheets) & Wall units are in red
- Vinyl Cling locations are TBD; general area is circled



Plan Recommendation: Chinese

Chinese Newspaper

* World Journal / Chinese Daily SF
  - International paper that focuses on international & local San Francisco information including consumer, finance, entertainment and home/living/health that affects Chinese Americans here and abroad.
  - Circulation: 65-75,000 (dependant on day of week)
  - Published/Format: M-Su/Tabloid
* Sing Tao Daily
  - Hong Kong's second largest Chinese newspaper provides readers with local, national and international news. Editorial ranges from entertainment & sports to business & finance.
  - Circulation: 40-45,000 (dependant on day of week)
  - Published/Format: M-Su/Broadsheet
* Buy Details:
  - Mix of ¼ & ½ page color insertions
  - Run-of-paper & premium sections
  - Distribution: San Francisco, South San Francisco, East Bay, South Bay & Peninsula

* Est. # of Insertions: 13
* Est. # of Impressions: 750,000
* Spend: $18,498

Chinese Television

- KTSF- Channel 26/Cable 8 (Independent Station)
  - Known as "The Face of The Bay" is the largest Asian-language broadcast station in the US
- Buy Details:
  - Mix of day-parts (early morning, early news, prime, late news & weekend)
  - Purchase specific programs with higher viewership
  - Cantonese & Mandarin
  - :30s spots

- Est. # of Spots: 60 spots
- Est. # of Impressions: N/A (not measured)
- Flight Length: 5 weeks
- Spend: $27,517

Chinese Radio

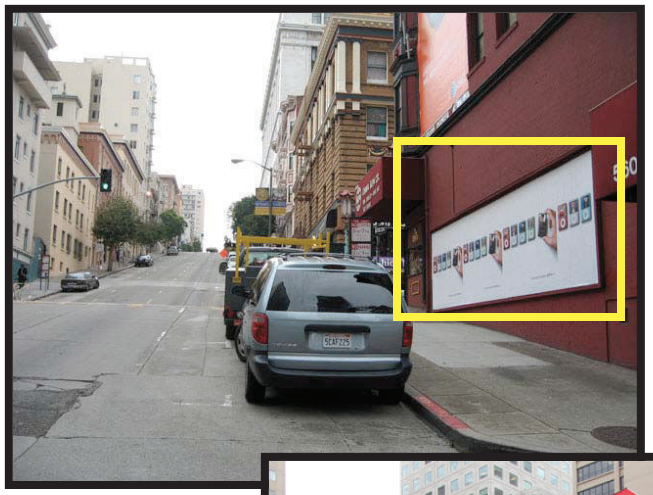
- KVTO- 1400 AM (Inner City Broadcasting)
  - "The Voice of the Orient"
  - World Ethnic /Talk format
- KEST- 1450 AM (Multicultural Broadcasting)
  - "Personal Growth Radio"
  - World Ethnic /Talk format
- KSQQ- 96.1 FM (Coyote Communications)
  - "Ethnic Voice"
  - World Ethnic /Talk format
- Buy Details:
  - Day-parts based on programming language
  - Cantonese & Mandarin
  - Combined coverage reaches broader San Francisco Bay Area
  - :60s spots
- Est. # of Spots: 270
- Est. # of Impression: N/A stations not measured
- Flight Length: 6 weeks
- Spend: $23,865

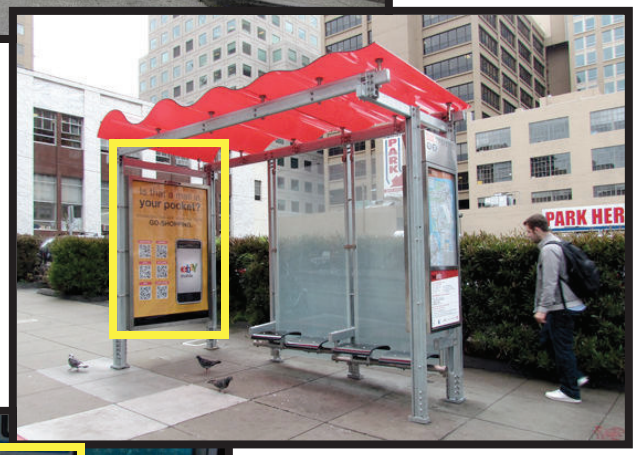
KEST-AM 1450
San Francisco/Oakland
San Jose/Marin

Chinese Outdoor

- Wild Posting
  - At the corner of Grant St. & Pine St.
  - 6.83'h x 28.5'w
- Bus Shelters
  - In Chinatown
  - 5 units
- Vinyl Clings
  - 11" x1 7" posters in the front windows of laundry mats, stores, restaurants, etc. in the Mission
  - Exact locations TBD

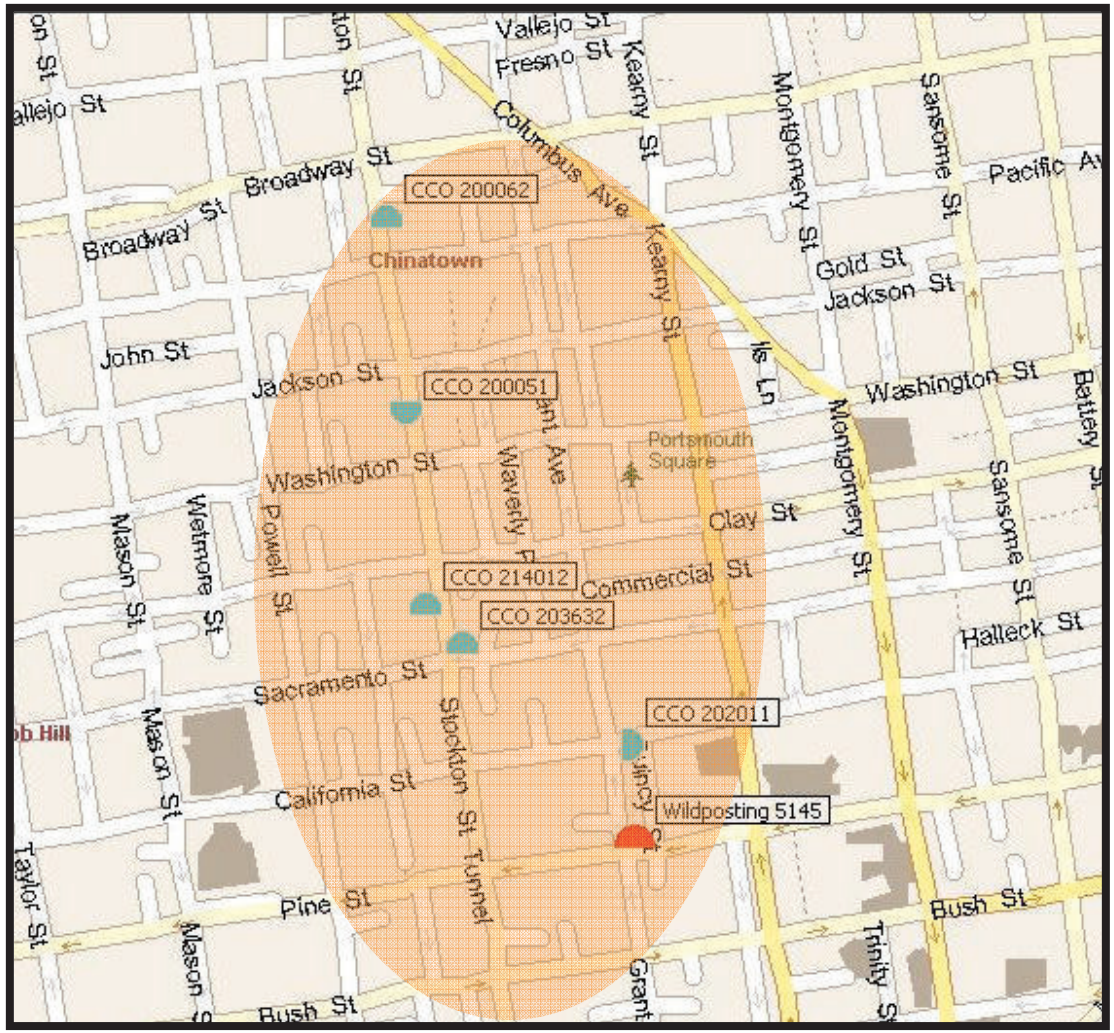
- Est. # of Impressions: 72,800 (not including wild posting or vinyl clings)
- Flight Length: 10 weeks
- Spend: $29,447





Chinese Outdoor (cont.)

- Bus shelters are in blue
- Wild Posting is in red
- Vinyl Cling locations are TBD; general area is circled



Appendix C

Samples of Clipper Advertising in Chinese and Spanish

1. Car Card – Chinese
2. Car Card – Spanish
3. Ad in World Journal – Chinese
4. Ad in El Mensajero – Spanish
5. Bus Shelter Ad – Chinese
6. Bus Shelter Ad – Spanish

八方交通聚一卡

Clipper® 乃一體化規格的可增值交通卡，管理您的通票、車費及轉乘費，令您高枕無憂。
欲瞭解詳情，請致電 877.878.8883 或瀏覽 clippercard.com。

- MUNI
- BART
- AC TRANSIT
- CALTRAIN
- GOLDEN GATE TRANSIT AND FERRY

TODOS SUS MEDIOS DE TRANSPORTE EN UNA SOLA TARJETA.

Clipper™ es la tarjeta de medios de transporte completa y recargable que administra sus pases, sus tarifas y sus transbordos para que usted no tenga que hacerlo. Para obtener más información, llame al 877.878.8883 o visite clippercard.com.

- MUNI
- BART
- AC TRANSIT
- CALTRAIN
- GOLDEN GATE TRANSIT AND FERRY

CLIPPER℠ ES LA NUEVA MANERA DE VIAJAR EN TRANSPORTE PÚBLICO.

Clipper es una tarjeta de tránsito "todo-en-una" que guarda la cuenta de todos sus pases, boletos de descuento o valor en efectivo.

Paso #1: Cómprela

Tarjetas Clipper se pueden comprar en Walgreens, distribuidores autorizados, o visite **www.clippercard.com**

Paso #2: Agregue Saldo

Añada valor en efectivo, compre pases y libros de boletos para el transporte público en cualquier Walgreens, distribuidores autorizados y en **www.clippercard.com**

Paso #3: Úsela

Toque su tarjeta al lector Clipper localizados en Muni, BART, AC Transit, VTA, SamTrans, Golden Gate Transit and Ferry y Caltrain. Espere el "BIP" y la "LUZ VERDE," y retire la tarjeta. ¡Ya está!

Eso es todo. La tarjeta Clipper es su comprobante de pago durante el viaje.

Atención personas mayores y jóvenes:

Para ordenar su tarjeta Clipper y obtener su descuento, deben llenar una solicitud y mostrar comprobante de edad.

Para localizar una oficina Clipper cerca de Ud., llame al 1.877.878.8883 o visite www.clippercard.com

CLIPPER℠ (路路通) 卡是一個乘搭公共交通工具的新方式。

Clipper (路路通) 卡是可乘搭各類公共交通工具的混合卡，它可以存下你所有的乘車證，折扣票，或現金值。

第一步：獲取：(如何獲得 Clipper (路路通) 卡)

Clipper (路路通)卡可在各 Walgreens， 認可零售處, 和 www.clippercard.com 購買。

第二步：增值：(如何為 Clipper (路路通) 卡增值)

你可到各 Walgreens，認可零售處，和 www.clippercard.com 為你的 Clipper (路路通) 卡增值，購買乘車證和通行票。

第三步：使用：(如何使用 Clipper (路路通) 卡)

只需要將 Clipper (路路通) 卡平置於 Muni (三藩市公車)，BART (灣區捷運)，AC Transit (東灣公車)，VTA (聖他克拉谷交通局)，SamTrans (聖馬刁公車)，Caltrain (加州火車) 及 Golden Gate Transit and Ferry (公車/金門渡輪) 都有設置的讀咭器上，直至聽到“嗶”聲和綠燈亮起，便可取回。完成！

就是這麼簡單。乘搭交通工具時，Clipper (路路通) 卡就是你的付 款證明。

長者及青少年請注意：

如要申請長者及青少年 Clipper (路路通) 卡折扣，申請人需填寫申請表及出示適當身份證明。

如需要查找你附近的 Clipper (路路通) 卡辦事處，請電 1.877.878.8883 或瀏覽 www.clippercard.com

一張乘搭各類公共交通工具的混合卡。

Clipper℠ (路路通) 卡是可乘搭 Muni (三藩市公車)，BART (灣區捷運)，和其他公共交通 工具的混合卡。

今日就到各 Walgreens，認可零售處, 和 www.clippercard.com 購買你的 Clipper (路路通) 卡。

請電 1.877.878.8883。提供華語顧客服務。

MUNI ▶ BART ▶ AC TRANSIT ▶ VTA ▶ SAMTRANS ▶ CALTRAIN ▶ GOLDEN GATE TRANSIT AND FERRY

TODO TU TRANPORTE PÚBLICO EN UNA TARJETA

Clipper℠ es una tarjeta “todo-en-una” que te permitirá viajar en Muni, BART y otras agencias de transporte público.

Compra Clipper hoy en Walgreens, distribuidores autorizados y en **www.clippercard.com**

Llama al **1.877.878.8883** para servicio en español.

MUNI · BART · AC TRANSIT · VTA · SAMTRANS · CALTRAIN · GOLDEN GATE TRANSIT AND FERRY

Appendix D

Street Team Event Locations

- 24th St. BART
- 16th St. BART
- Fruitvale BART
- Hayward BART
- Fremont BART
- Embarcadero BART
- Montgomery BART
- Powell BART
- Civic Center BART
- Concord BART
- Daly City BART
- Muni Rt. 5 Fulton
- Muni Rt. 8X/8AX Bayshore
- Muni Rt. 9 San Bruno
- Muni Rt. 14 Mission
- Muni Rt. 19 Polk
- Muni Rt. 21 Hayes
- Muni Rt. 22 Fillmore
- Muni Rt. 24 Divisadero
- Muni Rt. 28 19th Avenue
- Muni Rt. 29 Sunset
- Muni Rt. 30 Stockton
- Muni Rt. 31 Balboa
- Muni Rt. 38 AB X
- Muni Rt. 47 Van Ness
- Muni Rt. 49 Van Ness – Mission
- Muni Rt. 54 Felton
- Muni T-Third
- Muni N-Judah
- Muni F-Balboa
- San Rafael Transit Center
- AC Transit Route 1
- AC Transit Route 51A/B
- AC Transit Route 72/72M
- AC Transit stops at 14th and Broadway, Oakland
- 19th St/Holloway Street Team
- 3rd and Stevenson Street Team
- Mission and Geneva Street Team
- Stockton and Columbus Street Team
- City College Street Team

Appendix E

Senior Outreach Locations

- 30th Street Senior Center
- Alexis Apartments
- Catholic Charities/OMI Senior Center
- Ceatrice Polite
- Central Latino Senior Center
- China Town Library
- Chinatown Community Tenants Association
- Clementina Towers
- Cumberland Presbyterian Chinese Church
- Curran House
- Curry Senior Center
- DAC/Latino Partnership with ADRC-Mini Connect
- Dorothy Day SC (Mercy)
- Eastern Park Apts
- Eugene Coleman Center
- Excelsior Senior Center
- Francis of Assisi Community
- Geen Mun Senior Center
- Jackie Chan Senior Center
- Kimochi
- Lady Shaw Senior Center
- Lassen Apartments
- Manilatown Senior Center
- Maria Manor
- Mei Lun Yuen
- Mendelssohn House Residence
- Mendelssohn House Senior Center
- Menorah Park
- Mercy Terrace
- Mission Creek Senior Residence
- Mission Creek/Senior University (SAN)
- NCPHS Community Services
- Park Sunset Apartments
- Parkview Terraces
- Planning for Elders/Bayanihan Center/SAN
- Presentation Senior Community
- Rosa Parks Apartment/NCPHS
- Salvation Army
- Senior Action Network

- SF Senior Center
- Silvercrest. Residence
- Soma Family Apartments
- South Sunset Senior Center
- St. Mary's Medical Center
- SWISH
- Visitacion Valley Senior Center
- Western Park Apt
- Woolf House Apartment Building
- Woolf House Senior Center
- YWCA Apartments

Appendix F

Sample Letter to General Managers re: Title VI Assessment Project

METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TTY/TDD 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Scott Haggerty, Chair
Alameda County

Adrienne J. Tissier, Vice Chair
San Mateo County

Tom Azumbrado
U.S. Department of Housing and Urban Development

Tom Bates
Cities of Alameda County

Dean J. Chu
Cities of Santa Clara County

Dave Cortese
Association of Bay Area Governments

Chris Daly
City and County of San Francisco

Bill Dodd
Napa County and Cities

Dorene M. Giacopini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Anne W. Halsted
San Francisco Bay Conservation and Development Commission

Steve Kinsey
Marin County and Cities

Sue Lempert
Cities of San Mateo County

Jake Mackenzie
Sonoma County and Cities

Jon Rubin
San Francisco Mayor's Appointee

Bijan Sartipi
State Business, Transportation and Housing Agency

James P. Spering
Solano County and Cities

Amy Rein Worth
Cities of Contra Costa County

Ken Yeager
Santa Clara County

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

March 18, 2010

Ms. Dorothy Dugger
General Manager
San Francisco Bay Area Rapid Transit District
P.O. Box 12688
Oakland, CA 94604-2688

Dear Ms. Dugger:

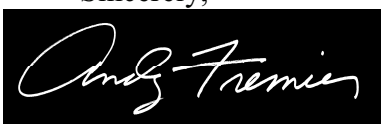
The Metropolitan Transportation Commission adopted Resolution 3866 on February 24. As you know, this resolution identifies specific fare media by operator to transition to smart card only availability. The TransLink®/Clipper℠ program is funded in part by the Federal Transit Administration (FTA). Chapter V-4 of FTA Circular 4720.1A, "Title VI and Title VI-Dependent Guidelines for Federal Transit Administration Recipients" requires the evaluation of the impact of fare changes on minority and low-income populations. Although the requirements of Chapter V are the responsibility of transit operators, MTC intends to conduct a Title VI evaluation under Chapter V-4, to determine whether the fare media transitions required by Resolution 3866 are "fare changes" and if so, to ensure that the transitions will not result in adverse or discriminatory impacts on the communities of concern identified in Title VI. After the evaluations are completed, we plan to present the evaluation results and any necessary mitigations to MTC's Operations Committee.

In order to ensure that the final product is an effort the operators can endorse, we intend to work with all the operators to ensure its thoroughness and credibility. You are probably aware that Title VI evaluations are data driven. Census or other data which shows the demographics of a transit agency's service area, and surveys or other sources which show the demographics of a transit agency's actual ridership, are often fundamental to a Title VI evaluation. Assistance from your agency staff, such as providing information about your agency's ridership demographics, will almost certainly be required to properly carry out the Title VI evaluations. I ask that you direct your staff to promptly cooperate with any request from MTC for information related to the Title VI evaluations. MTC staff is convening a meeting with transit agency fare media transition liaisons and Title VI compliance officers to discuss this on Tuesday, March 23, 2010 at 2 PM here at MTC; the names of the persons MTC understands fill these respective positions are attached to this letter. Please feel free to recommend to us other staff you would like to join us in this meeting.

Since several transit agencies have fare media products that are transitioning to TransLink®/Clipper℠ in the next few months, time is of the essence to do the needed work. MTC expects to engage a consultant to assist with these evaluations, and plans to get this support under contract quickly.

The TransLink®/Clipper℠ program is on the cusp of unprecedented growth and patron acceptance. I ask for your assistance in seeing that these evaluations of planned fare media transitions are viewed not as another hurdle to the wider use of TransLink®/Clipper℠, but as a way to ensure the populations protected by Title VI can enjoy the benefits of the program.

Sincerely,



Andrew B. Fremier
Deputy Executive Director, Operations

Invited Staff
Title VI Kick-off Meeting

Agency	**Fare Media Transition Staff**	**Title VI Staff**
AC Transit	Ken Rhodes	Tina Spencer
BART	Larry Kozimor	Wayne Wong
Caltrain	Janet McGovern	TBD
Golden Gate Transit and Ferry	Barbara Vincent	Harvey Katz
SFMTA	Diana Hammons	Kathleen Sakelaris

Appendix G

AC Transit GM Memo re: Elimination of Paper Fare Media

AC TRANSIT DISTRICT
Board of Directors
Executive Summary

GM Memo No. 10-125b

Meeting Date: September 1, 2010

Committees:

Planning Committee	☐	Finance and Audit Committee	☐
External Affairs Committee	☐	Operations Committee	☐
Rider Complaint Committee	☐	Paratransit Committee	☐
Board of Directors	☒	**Financing Corporation**	☐

SUBJECT: Setting the End Date for the Sale of the 31 Day Local Adult, 10 Ride Local Adult and 10 Ride Youth/Senior/Disabled Magnetic Strip Passes to be October 31, 2010 and Set the Last Use Date of the Passes to be December 31, 2010.

RECOMMENDED ACTION:

☐ **Information Only** ☐ **Briefing Item** ☒ **Recommended Motion**

Consider Setting the End Date for the Sale of the 31 Day Local Adult, 10 Ride Local Adult and 10 Ride Youth/Senior/Disabled Magnetic Strip Passes to be October 31, 2010 and Set the Last Use Date of the Passes to be December 31, 2010.

At the Operations Committee meeting on June 9, 2010, the members requested that the memo be forwarded to the Board, and that it be updated to include a report on the progress of the transition of the Youth Pass to Translink/Clipper, as well as maps of the current vendors and Translink/Clipper vendors.

At the July 14, 2010 Board meeting, the Board delayed action on this item until the review of MTC's Title VI Assessment was completed and reviewed by staff. New information regarding the assessment is contained in the memo in bold type.

Fiscal Impact:
None as a result of this report. Failure to achieve the elimination of magnetic strip fare media at retail by **October 31, 2010** may impact the TDA funding for the coming fiscal year and beyond.

Background/Discussion:
AC Transit submitted a fare media transition plan to MTC in July 2009. The transition plan states that all magnetic strip fare media sold at retail will be transitioned to TransLink / Clipper no later than September of 2010. **However, due to a delay in the MTC Title VI assessment, that date has been pushed to October 31, 2010.**

During the past 12 months, TransLink usage on AC Transit has increased to over 18,000 boardings per day. Further increases in passenger usage are anticipated as youth and adult local riders transition. As seen with the transbay riders, much of the transition to the TransLink / Clipper card will only occur once the current magnetic strip tickets are no longer available.

To prepare for the final media transition to the TransLink / Clipper fare card, significant effort has been made by AC Transit to understand customer issues and address those issues as they arise:

- A public meeting in San Francisco to hear feedback from transbay riders prior to elimination of transbay magnetic strip fare media
- The elimination of transbay 31 day and 10 ride magnetic strip tickets
- The addition of Walgreens as a retailer for TransLink / Clipper cards and value
- Outreach to schools and parent / teacher groups to let parents know about TransLink for youth
- Decision to raise the youth eligibility age to include the 18th year for students
- The decision to eliminate youth 31 day magnetic strip passes
- The addition of CVS pharmacy as a TransLink / Clipper retailer

Based on prior discussions with the Board regarding outreach efforts to understand issues and concerns with TransLink, no public meeting is recommended or planned for this change to the fare media used by AC Transit.

This memo will address the current program status, the transition from TransLink to Clipper, the Title VI assessment. It will also address outreach plans to assure that the information about all of these changes reach our patrons.

Current Program Status:

1. **The transition from TransLink to Clipper was completed on June 16, 2010**
2. TransLink / Clipper Customer Service office at the Service Bureau continues to meet the performance criteria (report attached)
3. **Youth Outreach Update:**
   - **As of August 26, 2010, over 6,500 youth cards have been issued. Over 100 additional card applications are being taken by the ticket office every day**
   - **The ticket office was open Saturday July 24 and Saturday, August 28**
   - **Over 55 outreach events have been completed**
   - **Additionally, staff continues to work with social service agencies and schools to determine additional opportunities to register youth for TransLink / Clipper.**
4. **MTC's vendor, the Clipper Customer Service office, continues to add staff to address growing card and customer volumes. The service center had been keeping up with demand, but slipped in the last six to eight weeks due to increases in volume driven by the SFMTA transitions.**
5. The last day to purchase a Youth 31 day local magnetic strip pass is June 30th
6. An in-person card replacement location is currently being established in San Francisco. Timeline is fall / winter 2010.
7. On-line value and usage information is now available on the TransLink / Clipper website

Title VI Review:
The MTC is conducting a regional Title VI assessment for the TransLink/Clipper transitions to assess disparate impacts to minority/low income populations and determine any mitigation measures that would be necessary.

The assessment for the AC Transit adult pass transition includes analysis for the rider populations that would be impacted by the change as well as an analysis of vendor locations to ensure that there will be similar access to Clipper vendors compared to current AC Transit pass vendors. To assess impacts to riders, MTC's consultants used data from the District's 2008 on-board survey, which will be presented to the AC Transit Board in October.

Based on the Title VI assessment of the Clipper transition, MTC's consultants suggest that there may be disparate impacts to low income and minority rider populations. As a result, MTC staff and District staff will be developing strategies to ensure that the disparate impacts can be successfully mitigated. AC Transit has previously suggested that continuing the free Clipper card would be an appropriate mitigation and will be advocating that with MTC staff. If there is a problem negotiating mitigations, staff will bring this back to the Board.

Additionally, as a result of the vendor analysis, there may be some areas in the outer sections of the District that will require further vendor recruitment. Based on input from the Board at the July 14th meeting, MTC has also directed Cubic to find vendors in inner East Oakland. However, based on the vendor analysis that reviewed access to vendors within a ¼ to ¾ mile radius, there were enough vendors in that area to mitigate any impact on access.

Vendor Analysis:
The TransLink / Clipper network is not an exact match to the current network, but with the addition of the CVS Pharmacy stores (previously Longs Drugs) the ability to access AC Transit passes is very good. Currently there are about 130 vendors selling AC Transit fare media; most, but not all of them are retail outlets. The TransLink / Clipper implementation plan originally committed to locating 75 vendors (currently there are 73) for the AC Transit implementation, but with the addition of CVS Pharmacy in the coming months, there will be 115 vendors. In addition to the "on the street" network, customers can also add value on TransLink via the telephone, the internet or using Autoload.

The marketing staff performed a very specific analysis of the vendor network (Attachment 4) by zip code. This analysis is intended to identify gaps in the vendor network that need to be addressed. Information is included to compare current and future coverage by zip code, by city and by district ward.

In summary, the zip codes below may warrant further attention because there will be at least two fewer vendors in these areas than there are today, or, in two cases, there will be no

Translink/Clipper vendors. Staff is already working with staff from MTC and Clipper to try and address these gaps.

Zip Codes with at least two Fewer Clipper Vendors than the current network (or no Clipper vendors)

City	Zip	Current	Future
Fremont	94536	4	1
Union City	94587	3	1
Oakland	94601	6	4
Oakland	94603	3	0
Oakland	94612	9	4
Berkeley	94703	4	1
San Lorenzo	94580	1	0

On the other hand, in several zip codes there will be more vendors than the current AC Transit network; below is a list of those areas in which there will be at least two more vendors.

City	Zip	Current	Future
Hayward	94544	3	6
Hayward	94545	0	1
San Pablo	94806	2	6
El Sobrante	94803	0	1
Fremont	94555	0	1

In response to a specific question, staff determined that the City of Richmond has an equal number of vendors to the current network and San Pablo has 4 additional TransLink / Clipper vendors. **The contractor has contacted the two social service agencies that were recommended as possible vendors; as of August 26, 2010, neither of these two agencies has joined the program. The contractor continues to follow up.**

The ClipperCard contractor has contacted all three current AC Transit vendors in zip code 94603. It is likely that one of the three vendors will become a Clipper vendor; the other two vendors are not responding or not interested. The contractor continues to look for other possible vendors in the zip code 94603.

Marketing / Outreach Plans:
The marketing outreach plan includes a combination of passenger education and outreach, vendor communications and internal staff communications. Attached is a document detailing outreach plan.

Prior Relevant Board Actions/Policies:
1. Adopt Resolution No. 09-011 Eliminating the Sale and Use of Transbay 10-Ride and 31-Day Magnetic-Strip Tickets from the District's and Dumbarton Express Fare
2. GM Memo 10-079 – Youth TransLink Transition Dates

Attachments:

1. Adult Local Paper Fare Media Elimination Marketing and Outreach
2. TransLink Program Management Report KPIs, May 2020
3. Vendor Maps from Title VI Analysis
4. Vendor Analysis by Zip Code

Approved by: **Mary V. King, Interim General Manager**
Kathleen Kelly, Chief Operating Officer

Prepared by: **Ken Rhodes, Customer Service Manager**

Date Prepared: **August 26, 2010**

AC Transit

Adult Local Paper Fare Media Elimination

Communications Strategies

The challenge of transitioning thousands of Adult local passengers to TranLink/Clipper can be overcome with a comprehensive plan for reaching Adult Local passengers during their commute, and their day-to-day activities. Marketing and Community Relations staff has developed a strategy for communicating with Adult local passengers using a combination of tactics including creative marketing formats that are effective at reaching specific target markets, onboard signs, and online communications/social media. Staff will also work with other AC Transit employees – particularly Operations and Telephone Information staff – and retail vendors to educate them about the elimination of Adult local tickets. Working with MTC, staff will also leverage regional outreach efforts promoting the Clipper card in support of AC Transit's ticket elimination campaign.

1. Passenger education. Staff will reach AC Transit's Adult local passengers (including low-income and non-English speaking) in several ways. Educational materials will be produced in large quantities and in three languages, and handed out at outreach events, given out by ticket office staff, offered at AC Transit community meetings and events, and mailed to community groups, libraries and organizations through which passengers can be reached.

This summer, onboard signs in three languages will inform passengers of the end-of-sale date for Adult local paper media, followed in the fall by a second set of signs informing passengers of the end-of-acceptance date. All materials and signs will encourage Adult passengers to switch to Clipper, unless they already have a TransLink card which will continue to work. Regional MTC-sponsored street teams will promote Clipper at a variety of locations and on selected agency vehicles/bus lines, explaining how it works and where to obtain a free card. AC Transit's ticket elimination message will be made part of the regional Clipper outreach messaging.

Educational materials about the paper fare media elimination will include a trilingual brochure announcing the ticket elimination, posters in languages at AC Transit ticket vendors alerting customers of the upcoming change, and onboard signs in three languages. Whenever possible, AC Transit will include Clipper brochures in three languages with information about where to get a card and how to use it. Social media, e-News, and Web site articles with links to the clippercard.com site will also be used to inform passengers of the ticket elimination and persuade them to switch to Clipper.

Free (non-personalized, adult) Clipper cards will be available regionally for at least three months, approximately July – September, at ticket offices and all Clipper retail locations. (Agencies will be able to offer free Clipper cards for an indefinite period, as part of agency-specific outreach.)

Advertising specific to AC Transit's ticket elimination will include:

- Spanish-, Chinese-, and English-language radio spots, explaining the paper fare media elimination and how to use Clipper;
- Display ads in Spanish- and Chinese-language newspapers;
- Chinese and Spanish-language TV spots, repurposing the Clipper regional ad with a voiceover narration about AC Transit's ticket elimination, in the appropriate language;

- Messages imprinted on check-cashing cash jackets, in English and Spanish, distributed in check cashing stores in specific zip code areas in AC Transit's service in the East Bay

2. In person Outreach. AC Transit plans to use grant funds to hire its own trilingual street team to educate passengers on buses, at select BART stations, and other community locations, about their new fare payment options and about how to use Clipper. This effort will focus heavily on communities with a higher percentage of underserved passengers. Community organizations will receive geographically-targeted mailings of educational materials in appropriate languages.

3. Vendor Education- AC Transit and Clipper Retail Locations. Staff will also work with retail vendors to educate them about the elimination of Adult local tickets. (Cubic staff will be responsible for Clipper education.) AC Transit and Clipper vendors will receive a letter and phone call explaining the upcoming fare media change, and be provided with customer take-ones about AC Transit's Adult local ticket exchange program. All vendor materials will be available in English, Chinese, and Spanish.

4. Staff education- Operators and AC Transit customer services. At every point possible where passengers will interact with our operators, supervisors, and customer services staff, training and information will be provided so that front-line employees can clearly answer questions about the Adult local ticket elimination, and Clipper. Internal education will include a new TransLink/Clipper training video about using TransLink/Clipper, periodic Operations Bulletins, and the FAQ brochure and Clipper brochures. (Cubic customer services staff will also receive AC Transit-specific information.)

System Operations Key Performance Indicators

Table 3: Cardholder Support Service Performance Level Standards

KPI	KPI Description	Below Base	Base	Above Base	KPI Value Apr. 10	KPI Value Mar. 10
I.	Percent of telephone calls answered by live agent within 20 seconds	< 80%	80-90%	> 90%	85.84%	90.48%
II.	Percent of telephone calls voluntarily abandoned by caller	> 6%	4-6%	< 4%	1.82%	1.87%
III.	Percent of telephone calls answered within 3 minutes	< 90%	90-98%	> 98%	98.45%	98.46%
IV.	Average number of days to fill request for new card	> 5	2-5	< 2	2.14	2.24
V.	Percent of requests for replacement card filled within 3 business days	< 95%	95-98%	> 98%	98.49%	96.71%
VI.	Average number of hours to process Remote Add Value requests	> 24	12-24	< 12	4.62	4.98
VII.	Percent of transaction history requests processed within 3 business days	< 95%	95-98%	> 98%	98.00%	98.91%
VIII.	Percent of card value refunds processed within 21 business days	< 98%	98-99.5%	> 99.5%	100.00%	100.00%
IX.	Percent that the website homepage is available	< 99%	99-99.73%	> 99.73%	99.93%	99.81%
X.	Percent of email contacts acted upon within 24 hours	< 90%	90-98%	> 98%	TBD	TBD
XI.	Percent of calls resolved on the first call	< 65%	65-80%	> 80%	78.31%	76.99%
XII.	Customer satisfaction	< 65%	65-80%	> 80%	TBD	TBD

Above baseline requirement

Meets baseline requirement

Below baseline requirement

Contractor met all KPIs in April.

CLIPPER

System Operations Key Performance Indicators

Table 4: System Availability Performance

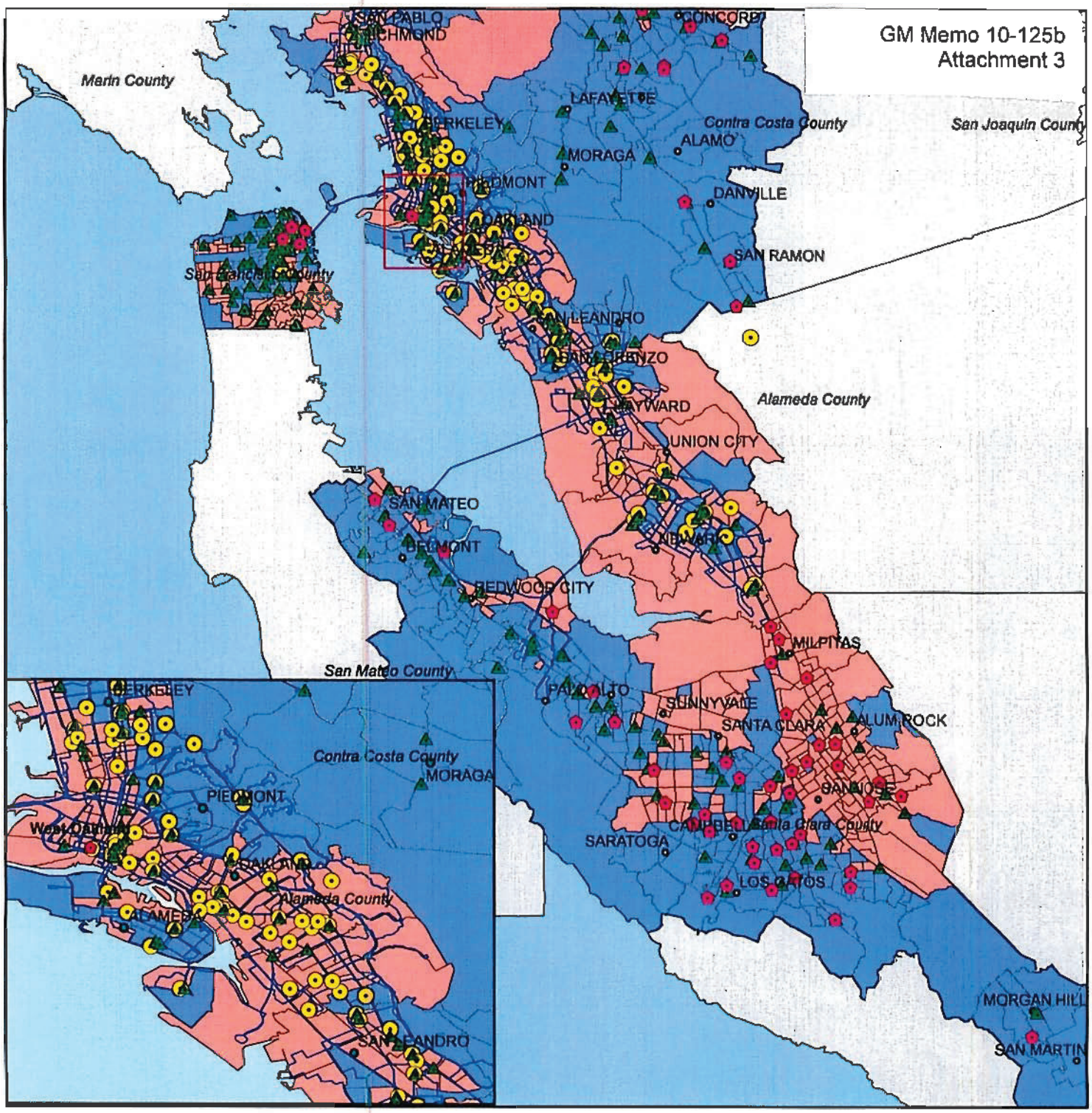
Device	Goal	Status
AVM	99.73%	97.93%[1]
TOT	99.73%	99.41%[2]
TDS	99.73%	99.79%
TCS	99.73%	100%
Data Store	99.73%	100%

Table 5: Accuracy Performance – April 2010

Device	Goal	Status
AVM	99.73%	100%
TOT	99.73%	100%
CID1	99.73%	99.89%
CID2	99.73%	100%
CID3	99.73%	93.54%[3]

1. AVM performance was marginal due to multiple card reader replacements.
2. A software bug prevented TOT operators from issuing senior cards using the driver's license as the document type. TOT operators identified a workaround for this issue, which did not affect device functionality.
3. The TransLink Contractor is investigating the decline in CID3 accuracy.

CLIPPER



Proportion of Minorities in the Alameda-Contra Costa Transit District

- Future Clipper Merchants
- Clipper Vendors
- AC Transit Vendors
- Transit Routes

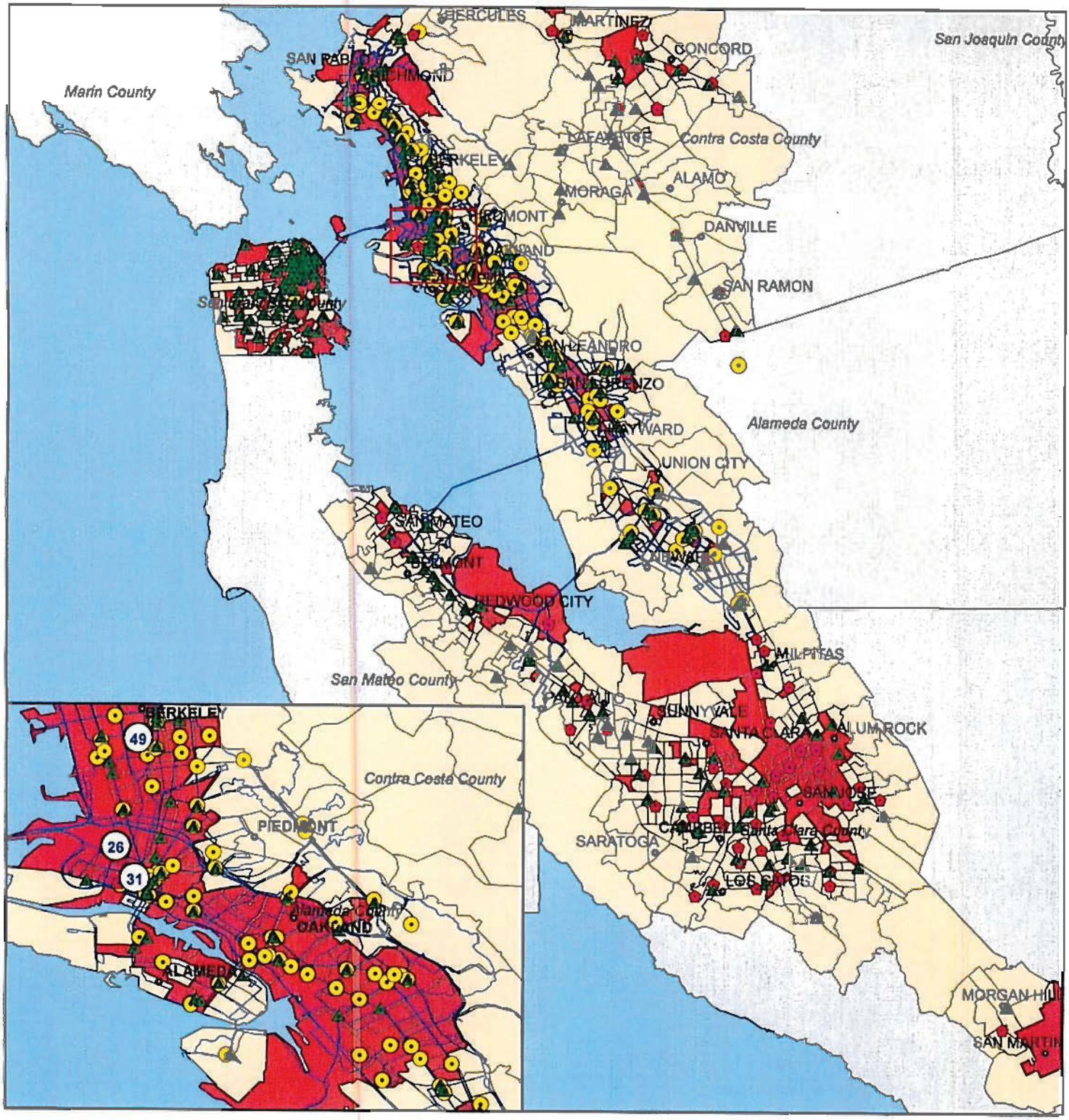
Census 2000

Proportion of Minority Population

- Below Average
- Average
- Above Average

FIGURE 1
Assessment 3
Alameda-Contra Costa Transit District

MILLIGAN & COMPANY, LLC
Consultants and Certified Public Accountants



Proportion of Low Income in the Alameda-Contra Costa Transit District

- Future Clipper Merchants
- Clipper Vendors
- AC Transit Vendors
- Transit Routes

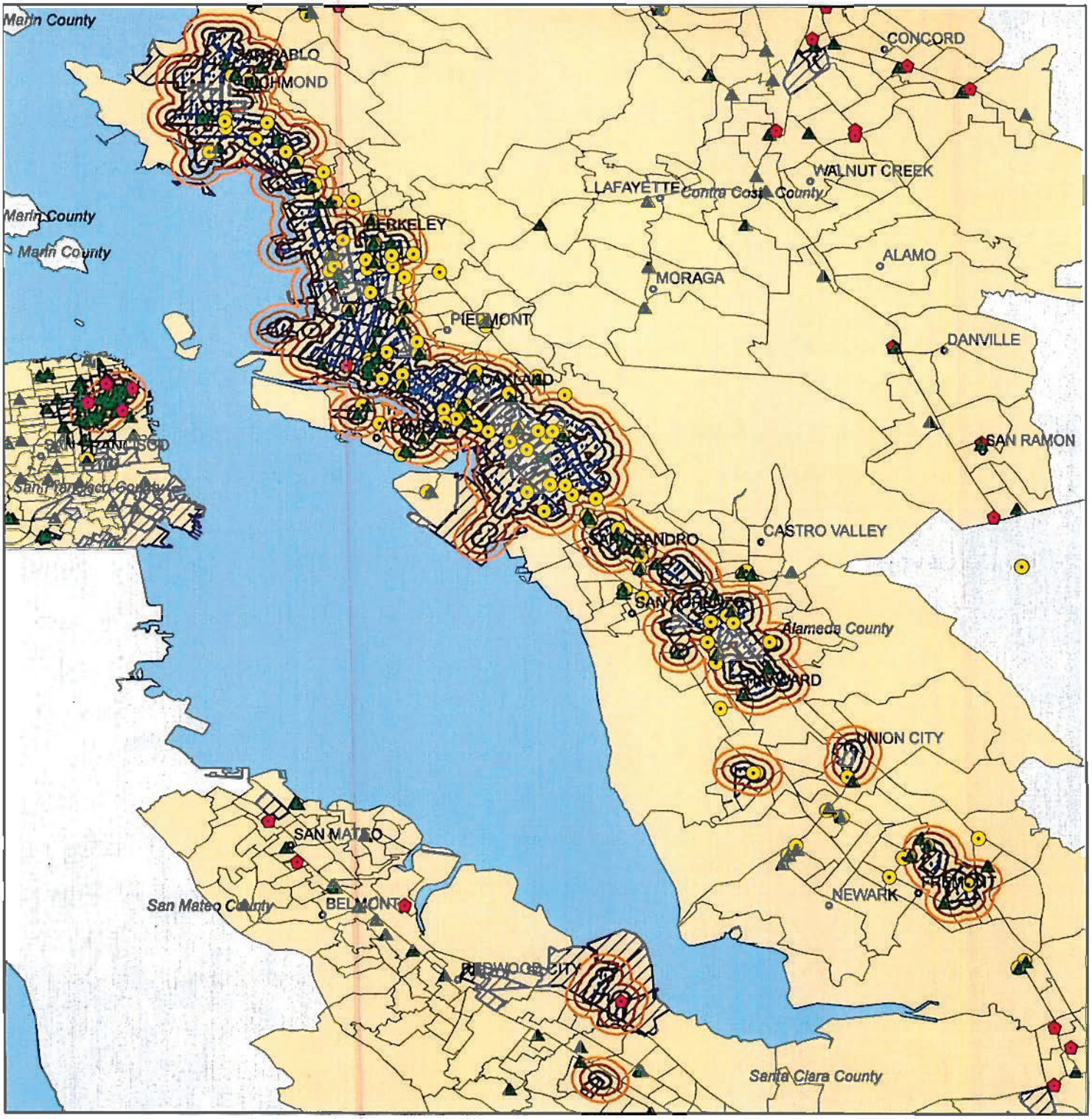
Census 2000

Proportion of Low Income Persons

- Below Average
- Average
- Above Average

FIGURE 2
Assessment 3
Alameda-Contra Costa Transit District

MILLIGAN & COMPANY, LLC



AC Transit and Clipper Vendors within Quarter, Half, and Three Quarter Mile Radii of Transit Stops serving Predominantly Minority and Low Income Areas

- Clipper Vendor
- Future Clipper Vendor
- AC Transit Vendors
- Quarter Mile
- Half Mile
- Three_Quarter_Mile
- Transit Stops in Tracts > Avg Min and LI Populations
- Tracts > Average Min and LI Popn
- AC TRANSIT Service Area

FIGURE 8
Assessment 3
Alameda-Contra Costa Transit District

MILLIGAN & COMPANY, LLC

Summary of Data

Vendors by City

City	Current	Future	Difference
Alameda	5	7	2
Albany	1	2	1
Berkeley	13	9	(4)
Castro Valley	2	3	1
El Cerrito	3	3	0
El Sobrante	0	1	1
Emeryville	1	2	1
Fremont	11	11	0
Hayward	6	9	3
Newark	2	2	0
Oakland	41	28	(13)
Pinole	2	2	0
Richmond	4	4	0
Rodeo	1	0	(1)
San Leandro	7	10	3
San Lorenzo	1	0	(1)
San Pablo	2	6	4
Total	102	99	(3)

Vendors By Ward

Ward	Current	Future	Difference
1	20	21	1
2	31	24	(7)
3	26	20	(6)
4	9	17	8
5	16	17	1
Total	102	99	(3)

GM Memo No. 10-125b
Attachment 4

Comparison by Location (City and Zip Code)
AC Transit retail vendors vs. Clipper retail vendors

Updated 7/5/10

AC Transit Retail Vendor	Address	City	Zip	Clipper Retail Vendor	Address	City	Zip
Longs Drugs #5/CVS #09128	2314 Santa Clara Ave.	Alameda	94501	Nob Hill #632	2531 Blanding Avenue	Alameda	94501
Lucky #700	815 Marina Village Pkwy.	Alameda	94501	Walgreens #4050	1916 Webster Street	Alameda	94501
				CVS	**2314 Santa Clara Avenue #9128**	**Alameda**	**94501**
				CVS	**885 A Island Drive #9250**	**Alameda**	**94501**
Mastick Senior Center *	1155 Santa Clara Ave	Alameda	94501	**CVS**	**931 Marina Village Parkway #9255**	**Alameda**	**94501**
Safeway	867 Island Drive	Alameda	94501	Walgreens #9248	2300 Otis Drive	Alameda	94501
Safeway	2130 Southshore Center	Alameda	94501	Packaging Store	535 South Shore Center	Alameda	94501
Eskaton Hazel Shirley	11025 San Pablo Ave.	El Cerrito	94530	Walgreens #3770	11565 San Pablo Avenue	El Cerrito	94530
Lucky #709	1000 El Cerrito Plaza	El Cerrito	94530	**CVS**	**10650 San Pablo Avenue #3053**	**El Cerrito**	**94530**
Safeway	10636 San Pablo Ave.	El Cerrito	94530	**CVS**	**670 El Cerrito Plaza #9086**	**El Cerrito**	**94530**
Long's #49/CVS #09600	35720 Fremont Blvd	Fremont	94536				
Lucky #712	34101 Fremont Blvd.	Fremont	94536				
Lucky #713	35820 Fremont Blvd.	Fremont	94536				
Safeway	39100 Argonaut Way	Fremont	94536	**CVS**	**35720 Fremont Boulevard #9600**	**Fremont**	**94536**
Long's #3/CVS #09099	4020 Fremont Hub	Fremont	94538	Bin & Barrel	42314 Fremont Boulevard	Fremont	94538
Lucky #711	40055 Mission Blvd.	Fremont	94538	Walgreens #2660	41400 Blacow Road	Fremont	94538
Lucky #714	5000 Mowry Ave.	Fremont	94538	Walgreens #4517	2600 Mowry Avenue	Fremont	94538
Raley's # 315	39200 Paseo Padre Pkwy	Fremont	94538	Raley's #315	39200 Paseo Padre Parkway	Fremont	94538
Safeway	3902 Washington Blvd	Fremont	94538	**CVS**	**4020 Fremont Hub #9099**	**Fremont**	**94538**
Long's #234/CVS #09234	46445 Mission Blvd.	Fremont	94539	Mission Liquors	39945 Mission Boulevard	Fremont	94539
Safeway	46848 Mission Bld.	Fremont	94539	Walgreens #6080	46844 Mission Boulevard	Fremont	94539
				CVS	**46445 Mission Boulevard #9234**	**Fremont**	**94539**
				CVS	**2000 Driscoll Road #331**	**Fremont**	**94539**
				Walgreens #2366	**3860** Decoto Road	Fremont	94555
Long's #472/CVS #00816	22501 Foothill Blvd.	Hayward	94541	Walgreens #2401	21463 Foothill Boulevard	Hayward	94541
Lucky #715	22555 Mission Blvd.	Hayward	94541	Walgreens #6502	23958 Hesperian Boulevard	Hayward	94541
				CVS	**22501 Foothill Boulevard #816**	**Hayward**	**94541**
Long's #53/CVS #09622	243 W. Jackson St.	Hayward	94544	Walgreens #4659	164 W Jackson Street	Hayward	94544
Safeway	22280 Foothill Blvd.	Hayward	94544	Walgreens #2306	1138 W Tennyson	Hayward	94544
Safeway	231 West Jackson St.	Hayward	94544	Joyti Supermarket	27938 Baldwin Street	Hayward	94544
				Walgreens #5310	26781 Mission Boulevard	Hayward	94544
				Food Source #710	26905 Mission Boulevard	Hayward	94544
				CVS	**243 West Jackson Street #9622**	**Hayward**	**94544**
Lucky #716	25151 Santa Clara St.	Hayward	94545				
Lucky #704	3443 Castro Valley Blvd.	Castro Valley	94546	Walgreens #101	3382 Castro Valley Boulevard	Castro Valley	94546
Safeway	20629 Redwood Rd.	Castro Valley	94546	**CVS**	**3667 Castro Valley Boulevard #9904**	**Castro Valley**	**94546**
				PW Markets	4015 E. Castro Valley Blvd.	Castro Valley	94552
Raley's #314	6397 Jarvis Ave.	Newark	94560	Check Stop Check Cashing	7052 Jarvis Avenue	Newark	94560
Safeway	5877 Jarvis Ave.	Newark	94560	Raley's #314	6397 Jarvis Avenue	Newark	94560
				CVS	**35080 Newark Blvd. #9494**	**Newark**	**94560**
Lucky #742	1530 Fitzgerald Drive	Pinole	94564	Pinole Vista Liquor	1586 Fitzgerald Drive	Pinole	94564
				CVS	**1401 Tara Hills Drive #9299**	**Pinole**	**94564**
Safeway	1421 Tara Hill Drive	Pinole	94579				
Safeway	605 Parker Ave., Bldg. A	Rodeo	94572				
Long's #354/CVS #09942	1401 Washington Ave.	San Leandro	94577	**CVS**	**1188 East 14th Street #9635**	**San Leandro**	**94577**
Lucky Check Cashing Inc.	1210 E. 14th St.	San Leandro	94577	**CVS**	**1401 Washington #9942**	**San Leandro**	**94577**

AC Transit Retail Vendor	Address	City	Zip		Clipper Retail Vendor	Address	City	Zip
Safeway	555 Bancroft Ave.	San Leandro	94577					
Safeway	1499 Washington Ave.	San Leandro	94577					
Long's #469/CVS #00414	14869 E. 14th Street	San Leandro	94578		Guadalajara Market y Carniceria	14327 E 14th Street	San Leandro	94578
Lucky #767	1300 Fairmont Drive	San Leandro	94578		**CVS**	**14869 E. 14th St. #414**	**San Leandro**	**94578**
MyTransitPlus	15242 Hesperian Blvd.	San Leandro	94578		Guadalajara Western Wear	14341 E 14th Street	San Leandro	94578
					Walgreens #3032	15850 E 14th Street	San Leandro	94578
					My Transit Plus Bay Fair Station	15242 Hesperian Blvd.	San Leandro	94578
					Walgreens #7274	1456 136th Avenue	San Leandro	94578
					CVS	**699 Lewelling Boulevard #9876**	**San Leandro**	**94579**
					Walgreens #2426	15500 Washington Avenue	San Leandro	94579
Lucky #768	15840 Hesperian Blvd.	San Lorenzo	94580					
					Le Asia Supermarket	9100 Alcosta Boulevard	San Ramon	94583
Lucky #782	32300 Dyer St.	Union City	94587		Penny Wireless	34675 Alvarado Niles Road	Union City	94587
Lucky Check Cashing Inc.	31854 Alvarado Blvd.	Union City	94587					
Safeway	1790 Decoto Rd	Union City	94587					
					CVS	**987 East Hillsdale Boulevard #9879**	**Foster City**	**94404**
					Walgreens #4026	2900 N. Main Street	Walnut Creek	94596
					CVS	**50 Moraga Way #9939**	**Orinda**	**94563**
Ciudad De Mexico	3800 International Blvd.	Oakland	94601		Farnam Snack & Grocery	3313 Farnam Street	Oakland	94601
Evergreen Produce	3225 Foothill Blvd.	Oakland	94601		Walgreens #1537	3232 Foothill Boulevard	Oakland	94601
Foodvale Market	3401 International Blvd.	Oakland	94601		Ciudad de Mexico	3800 International Boulevard	Oakland	94601
Fruitvale & San Antonio Sr. Ctr.	3301 E 12th Street, Ste 201	Oakland	94601					
La Raza Market	5040 B International Blvd	Oakland	94601					
Mi Ranchito	3326 Foothill Blvd	Oakland	94601		Bay Area Wireless	3237 Foothill Boulevard	Oakland	94601
Longs Drugs #24/CVS #09226	3320 Fruitvale Ave.	Oakland	94602		**CVS**	**3320 Fruitvale Avenue #9226**	**Oakland**	**94602**
Safeway	3550 Fruitvale Ave.	Oakland	94602					
4-A Check Cashing	1082 98th Ave.	Oakland	94603					
California Check Cashing	10950 International Blvd #S	Oakland	94603					
In & Out Check Cashing	10220 International Blvd.	Oakland	94603					
Checks, ETC.	7300 Mac Arthur Blvd	Oakland	94605		Checks, Etc.	7300 MacArthur Boulevard	Oakland	94605
Chico's Market	2801 Havenscourt Blvd.	Oakland	94605		Chico's Market	2801 Havenscourt Boulevard	Oakland	94605
EZ Pay Payment Centers	7637 MacArthur Blvd	Oakland	94605		E-Z Pay Payments Center	7637 MacAurthur Blvd.	Oakland	94605
Shop Rite Market	5800 Bancroft Ave.	Oakland	94605		Shop Rite Market	5800 Bancroft Avenue	Oakland	94605
Lucky #736	247 E. 18th St.	Oakland	94606					
New Chinatown Pharmacy	719 E. 12th St.	Oakland	94606		New Chinatown Pharmacy	719 E. 12th Street	Oakland	94606
M&F Check Cashing	900 Market St. - Suite L	Oakland	94607					
New Oakland Pharmacy	388 9th St., Suite 108	Oakland	94607		New Oakland Pharmacy	388 9th Street	Oakland	94607
New Oakland Pharmacy	333 9th St.	Oakland	94607		New Oakland Pharmacy	**333** 9th Street	Oakland	94607
Y & S Check Cashing	1460-A 7th Street	Oakland	94607		Y&S Check Cashing	1460 7th Street	Oakland	94607
West Oakland Senior Center	1724 Adeline St.	Oakland	94607					
					Walgreens #3170	3400 Telegraph Avenue	Oakland	94609
					Lee's Donuts	4013 "D" Telegraph Avenue	Oakland	94609
					Walgreens #1625	5055 Telegraph Avenue	Oakland	94609
CVS #01283	3228 Lakeshore Ave.	Oakland	94610		Walgreens #10526	3250 Lakeshore Avenue, Ste.B	Oakland	94610
Oakland Senior Center *	200 Grand Ave.	Oakland	94610		**CVS**	**3236 LAKESHORE AVE #1283**	**OAKLAND**	**94610**
Safeway	3747 Grand Ave.	Oakland	94610					
Long's #7/CVS #09130	175 41st St.	Oakland	94611		**CVS**	**5100 Broadway #3023**	**Oakland**	**94611**
Lucky #734	1963 Mountain Blvd.	Oakland	94611		**CVS**	**175 41st Street #9130**	**Oakland**	**94611**
Safeway	5130 Broadway	Oakland	94611		**CVS**	**2000 MOUNTAIN BLVD #9929**	**OAKLAND**	**94611**

AC Transit Retail Vendor	Address	City	Zip	Clipper Retail Vendor	Address	City	Zip
Safeway	2096 Mountain Blvd.	Oakland	94611				
AC Transit Customer Service	1600 Franklin Street	Oakland	94612	AC Transit Cust. Service Ctr.	1600 Franklin Street	Oakland	94612
Long's #386/CVS #09957	344 20th St.	Oakland	94612	**CVS**	**344 20th Street #9957**	**Oakland**	**94612**
Lucky #735	3000 E. 9th St.	Oakland	94612				
Take 5 Snack & News	1221 Broadway Street	Oakland	94612				
TNT Financial	2510 Telegraph Ave.	Oakland	94612	TNT Check Cashing	2510 Telegraph Avenue	Oakland	94612
Walgreens	1330 Broadway	Oakland	94612	Walgreens #2393	1330 Broadway	Oakland	94612
Lucky Check Cashing Inc.	1518 Broadway	Oakland	94612				
East Bay Korean Center	1723 Telegraph Ave.	Oakland	94612				
Lucky #733	4055 MacArthur Blvd.	Oakland	94619	**CVS**	**4100 REDWOOD RD #9378**	**OAKLAND**	**94619**
MyTransitPlus	7200 San Leandro Blvd.	Oakland	94621	Walgreens #3295	8102 E 14th Street	Oakland	94621
Kwik Way Payment Center	6207 International Blvd.	Oakland	94621	My Transit Plus Coliseum Static	7200 San Leandro Blvd.	Oakland	94621
E14 Produce	7135 International Blvd	Oakland	94621				
Long's #553/CVS #9553	4349 San Pablo Ave	Emeryville	94621	65th Street Market	6444 San Pablo Avenue	Emeryville	94608
				CVS	**4349 San Pablo Avenue #9553**	**Emeryville**	**94608**
Ecology Center	2530 San Pablo Ave.	Berkeley	94702	Walgreens #2609	2995 San Pablo Avenue	Berkeley	94702
No Hassle Check Cashing	2800 San Pablo Ave.	Berkeley	94702	No Hassle Check Cashing	2800 San Pablo Avenue	Berkeley	94702
Andronico's Market #4	1414 University Ave.	Berkeley	94702	Annaher Grocery & Liquors Inc.	2451 San Pablo Avenue	Berkeley	94702
Berkeley Bowl	2020 Oregon St.	Berkeley	94703	Walgreens #4614	2801 Adeline Street	Berkeley	94703
Lee's Market	2700 Martin Luther King Jr Way	Berkeley	94703				
Safeway	1444 Shattuck Pl.	Berkeley	94703				
Ashby Supermarket	2948 Martin Luther King Jr. Way	Berkeley	94703				
Andronico's Market #2	2655 Telegraph Ave.	Berkeley	94704	Walgreens #10045	2310 Telegraph Avenue	Berkeley	94704
Walgreens	2187 Shattuck Ave.	Berkeley	94704	Walgreens #3127	2187 Shattuck Ave.	Berkeley	94704
Berkeley Mailroom *	2124 Kittredge St.	Berkeley	94704	**CVS**	**2300 SHATTUCK AVE #3026**	**BERKELEY**	**94704**
Longs #496/CVS #03026	2300 Shattuck Ave.	Berkeley	94704				
Redwood Gardens	2951 Derby St.	Berkeley	94705				
				CVS	**1451 Shattuck Avenue #9941**	**Berkeley**	**94709**
Andronico's Market #1	1850 Solano Ave.	Berkeley	94707	Walgreens #2314	1050 Gilman Street	Berkeley	94710
Safeway	1500 Solano Ave.	Albany	94706	Copy Express	1164 Solano Ave.	Albany	94706
				CVS	**1382 SOLANO AVE #9595**	**ALBANY**	**94706**
MyTransitPlus	1600 Nevin Ave.	Richmond	94801	My Transit Plus Richmond Stati	1600 Nevin Avenue	Richmond	94801
				Walgreens #2506	1150 Macdonald Avenue	Richmond	94801
Commercial Support	1420 Regatta Blvd.	Richmond	94804				
Richmond Senior Center *	2525 MacDonald Ave.	Richmond	94804	**CVS**	**2151 Meeker Avenue #3078**	**Richmond**	**94804**
Safeway	4925 MacDonald Ave.	Richmond	94805	Azteca Sport & Minimart	3405 MacDonald Avenue	Richmond	94805
Lucky #769	300 San Pablo Towne Center	San Pablo	94806	Adobe Liquors	13800 San Pablo Avenue	San Pablo	94806
San Pablo Senior Center *	1943 Church Lane	San Pablo	94806	Walgreens #2435	13751 San Pablo Avenue	San Pablo	94806
				Handy Liquors	14301 San Pablo Street	San Pablo	94806
				Walgreens #11861	2455 San Pablo Dam Road	San Pablo	94806
				Walgreens #4491	15650 San Pablo Avenue	San Pablo	94806
** These AC vendors sell to the public.*	*Currently 105 AC Transit vendors*			Raley's #321	3360 San Pablo Dam Road	San Pablo	94806
				Walgreens #4049	3630 San Pablo Dam Road	El Sobrante	94803
				CVS	**45 North Milpitas Boulevard #9161**	**Milpitas**	**95035**
				CVS	**855 El Camino Real, Space 116 #3935**	**Palo Alto**	**94301**
				CVS	**352 University Avenue #9915**	**Palo Alto**	**94301**
				CVS	**2701 Middlefield Road #9984**	**Palo Alto**	**94306**
				CVS	**1039 El Camino Real #9329**	**Redwood City**	**94063**

AC Transit Retail Vendor	Address	City	Zip
Pink = high-volume AC Transit sales location			
First 15 CVS stores scheduled to start selling Clipper August 2010			
non-CVS Clipper locations current as of May, 2010			

Clipper Retail Vendor	Address	City	Zip
CVS	**1301 Broadway #9690**	**Redwood City**	**94063**
CVS	**77 Bovet Road #9554**	**San Mateo**	**94402**
CVS	**4242 South El Camino Real #9833**	**San Mateo**	**94403**
CVS	**872 North Delaware #9940**	**San Mateo**	**94401**
CVS	**124 DE ANZA BLVD #9977**	**SAN MATEO**	**94402**
Before adding CVS locations, there are currently **73** TL/Clipper retail locations in AC Transit service area			
Once all 42 CVS locations are selling Clipper, the Clipper network in service area will total 115 locations.			

Appendix H

MTC Resolution No. 3866, Revised

Date: February 24, 2010
W.I.: 1227
Referred By: Operations Committee
Revised: 10/26/11-C

ABSTRACT

Resolution No. 3866, Revised

This resolution updates and adopts MTC's Transit Coordination Implementation Plan pursuant to the requirements of California Government Code §§ 66516 (SB 1474) and 66516.5; Public Utilities Code §§ 99282.5l and 99314.7; and Streets and Highways Code § 30914.5.

This resolution supersedes Resolution No. 3055, as amended.

Date: February 24, 2010
W.I.: 1227
Referred By: Operations Committee

Re: Transit Coordination Implementation Plan

METROPOLITAN TRANSPORTATION COMMISSION

RESOLUTION NO. 3866

WHEREAS, pursuant to Section 66516 of the California Government Code, the Metropolitan Transportation Commission (MTC) is required to adopt rules and regulations to promote the coordination of fares and schedules for all public transit systems within its jurisdiction and to require every system to enter into a joint fare revenue sharing agreement with connecting systems; and

WHEREAS, pursuant to Section 66516.5 of the Government Code, MTC may identify and recommend consolidation of those functions performed by individual public transit systems that could be consolidated to improve the efficiency of regional transit service and;

WHEREAS, pursuant to Section 99282.5 of the California Public Utilities Code (PUC), MTC is required to adopt rules and regulations to provide for governing interoperator transfers so that the public transportation services between public transit operators are coordinated; and

WHEREAS, pursuant to Section 99314.7 of the Public Utilities Code, MTC is required to evaluate an operator's compliance with coordination improvements prior to an operator receiving allocations of State Transit Assistance (STA) funds; and

WHEREAS, pursuant to Section 30914.5 of the Streets and Highways Code, MTC must adopt, as a condition of Regional Measure 2 fund allocation, a regional transit connectivity plan to be incorporated in MTC's Transit Coordination Implementation Plan pursuant to Section 66516.5, requiring operators to comply with the plan, which must include Policies and procedures for improved fare collection; and

WHEREAS, MTC previously adopted Resolution No. 3055 to implement these requirements; and

WHEREAS, in order to ensure progress toward implementing coordination recommendations, MTC wishes to formalize these recommendations by adopting the rules and requirements required pursuant to Government Code Section 66516 and PUC Section 99282.5 as set forth in this MTC Transit Coordination Implementation Plan, which includes a regional Transit Connectivity Plan and Implementation Requirements, attached to this Resolution as Attachments A and B, and incorporated herein as though set forth at length;

WHEREAS, MTC has consulted with the region's transit agencies to develop the regional Transit Connectivity Plan and Implementation Requirements, as required by Government Code §§ 66516 and Streets and Highways Code § 30914.5; now therefore be it

RESOLVED, that MTC adopts the Transit Connectivity Plan ("Plan") as set forth in Attachment A; and be it further

RESOLVED, that MTC adopts the Implementation Requirements, as set forth in Attachment B; and, be it further

RESOLVED, that prior to determining fund programming and allocations for an operator, MTC shall review the efforts made by the operator to implement the requirements identified in Attachments A and B, and if MTC determines that the operator has not made a reasonable effort to implement the requirements of Attachments A and B, MTC may, at its discretion, withhold, restrict or re-program funds and allocations to such operator to the extent allowed by statute, rule, regulation, or MTC policy; and, be it further

RESOLVED, that all funds subject to programming and/or allocation by MTC are covered by this resolution including but not limited to State Transit Assistance, Transportation Development Act, Regional Measure 2, Congestion Mitigation and Air Quality, Surface

Transportation Program and Transit Capital Priorities funds, to the extent permitted by statute; and, be it further

RESOLVED, that this resolution shall be transmitted to the affected transit operators to guide them in development of their annual budgets and short-range transit plan revisions; and, be it further

RESOLVED, that the Operations Committee is authorized to approve amendments to Attachments A and B, following consultation with the affected transit operators; and be it further

RESOLVED, this resolution supersedes Resolution No. 3055.

METROPOLITAN TRANSPORTATION COMMISSION

Scott Haggerty

Scott Haggerty, Chair

The above resolution was entered into by
the Metropolitan Transportation Commission
at a regular meeting of the Commission held in
Oakland, California, on February 24, 2010

Attachment A
MTC Transit Connectivity Plan

This Attachment A incorporates by reference the Transit Connectivity Plan, previously approved by MTC in MTC Resolution No. 3055, which may be downloaded at: http://www.mtc.ca.gov/planning/connectivity/index.htm.

Attachment B
Implementation Requirements

The purpose of these Implementation Requirements is to establish the expectations and requirements for each transit agency with respect to implementing the recommendations of the Commission's Transit Connectivity Plan (2006) and maintaining other transit coordination programs, to outline the process by which MTC will involve transit operators in changes to coordination requirements, and to establish the process for Commission action in the event of transit agency non-compliance with these implementation requirements. A copy of this Resolution 3866 is available for download at http://www.mtc.ca.gov/planning/tcip/.

Per the Transit Connectivity Plan, MTC places high priority on improvements that:

- Accomplish tangible improvements for the passenger;
- Benefit the largest number of transit users, including both inter- and intra-system transit riders, to the extent possible;
- Improve system productivity by sharing agency resources; and
- Enhance the ability of transit riders to reach significant destinations in adjoining jurisdictions and along regional corridors by (1) improving the connections between system services and (2) providing through service to adjoining jurisdictions in those cases where the market clearly justifies such service.

In order to manage resources effectively, MTC will focus on a limited number of high priority improvements, transfer project leadership from MTC to one or more transit agencies where possible upon agreement of project partners, and establish priorities for implementing new projects.

The Commission has established specific transit operator requirements to implement a coordinated regional network of transit services and to improve overall service productivity as defined in the Transit Connectivity Plan. Any agency that is an eligible recipient of funds subject to allocation or programming by MTC is subject to these requirements, including, but not limited to the following:

1. Altamont Commuter Express
2. Alameda-Contra Costa Transit District
3. Bay Area Rapid Transit District
4. Caltrain
5. Capital Corridor Joint Powers Authority
6. Central Contra Costa Transit Authority
7. Dumbarton Bridge Route Operating Consortium
8. Eastern Contra Costa Transit Authority
9. Golden Gate Bridge, Highway and Transportation District
10. Livermore Amador Valley Transit Authority
11. Marin County Transit District
12. Napa County Transportation Planning Agency
13. San Francisco Municipal Transportation Agency
14. San Mateo County Transit District
15. Santa Clara Valley Transportation Authority
16. Solano Transportation Authority
17. Sonoma County Transit
18. Sonoma Marin Area Rail Transit
19. Transbay Joint Powers Authority
20. Union City Transit
21. Water Emergency Transportation Authority
22. Western Contra Costa Transit Authority
23. City of Alameda
24. City of Benicia
25. City of Cloverdale
26. City of Dixon
27. City of Emeryville
28. City of Fairfield/Suisun City Transit
29. City of Healdsburg
30. City of Petaluma
31. City of Rio Vista
32. City of Santa Rosa
33. City of Vacaville
34. City of Vallejo

A. Operator Implementation Requirements

1. Implementation Requirements

The region has a history of implementing projects to improve transit coordination. Early efforts focused on regional programs and policies such as disseminating tax-free transit benefits and making paratransit eligibility determinations. More recent efforts, such as the Transit Connectivity Plan, identified improvements to (1) designated regional transit hubs, including way-finding signage and transit information, real time transit information, schedule coordination, last-mile services and hub amenities, and (2) system wide connectivity improvements, including 511 information and Clipper®.

Specific implementation requirements for transit operators are listed in Appendices to this Attachment:

- Appendix B-1, 511 Transit Program Requirements (including real-time transit);
- Appendix B-2, Regional Transit Hub Signage Program Requirements;
- Appendix B-3, Clipper® Implementation Requirements; and
- Appendix B-4, Maintenance of Existing Coordinated Services.

As MTC continues to address recommendations from the Transit Connectivity Plan and other emerging issues such as Transit Sustainability, new implementation requirements may become necessary. The appendices may be modified to reflect changes in implementation

responsibilities, following the procedures outlined in this Attachment B, and subject to approval by the Commission.

2. SB 602 Fare and Schedule Coordination Requirements

Currently, each operator certifies its adherence to the provisions of SB 602 (Statutes 1989, Chapter 692, Government Code Section 66516, and as subsequently amended) as part of the annual allocation process for TDA and STA funds when requests for these funds are submitted to MTC. The SB 602 requirements are now incorporated into this Res. 3866, and each operator's compliance will be monitored accordingly. Per the requirements of SB 602, each transit agency in the region has a revenue sharing agreement with every connecting agency. In some cases, this takes the form of a reciprocal agreement to accept each other's passengers free of charge or to honor each other's period passes or single-trip transfers for a discounted fare. The BART/Muni FastPass is an example of a joint fare instrument to address SB602 requirements. Each transit agency in the region is required to maintain these reciprocal agreements as a condition of receiving STA funds (Gov. Code 66516).

3. Preserve Ability to Post and Disseminate Transit Information

MTC expects transit operators to preserve rights for MTC and connecting transit operators to post and disseminate connecting transit information for free within their facilities. This would include but not be limited to route, schedule, fare, real-time transit information and information about regional transit projects (511, Clipper®). For any transit agency that has already entered into a third-party agreement that compromises these rights, MTC expects the transit agency to make good faith efforts to reinstate these rights in their agreement at the earliest opportunity and, at a minimum, to reinstate such rights in future agreements or renewals entered into after adoption of this Resolution. Nothing herein shall be interpreted as requiring transit agencies to display advertising. Rather, the objective is to provide transit customers with pertinent information that improves their transit experience.

B. Cost-Sharing

Implementation activities and other new transit connectivity and coordination efforts added to these Implementation Requirements will be funded with MTC discretionary funds, transit agency funds, and/or in-kind contributions of MTC and transit agency staff resources. If MTC considers adding new projects or services, MTC would implement the consultation process described in Section C below to vet any expected cost impacts on the operators. Transit agencies are required to waive all agency fees (for permits, etc.) they would otherwise charge to MTC, other transit operators or third-party contractors to implement and maintain regional transit coordination projects detailed in these requirements. Unless otherwise noted, MTC and transit agencies are expected to cover the cost to implement their respective roles and responsibilities as identified in these requirements or in pre-existing agreements. As specific initiatives move to implementation, a lead agency may be designated to coordinate implementation activities on behalf of the other participating transit agencies. Any agency that assumes this lead role and incurs costs that it would otherwise not assume in order to perform this function may be reimbursed, based upon an equitable agreement with the participating agencies, on a marginal cost basis (i.e., the additional cost the transit operator incurs to perform the work).

C. Consultation Process

MTC will consult with transit agencies when defining new coordination requirements for inclusion in Res. 3866 or when updating or revising requirements already in Res. 3866.

MTC will first consult with one or more of its technical advisory committees (TACs) to receive transit agency input on the specific implementation requirements. MTC will notify TAC members of the meetings and provide agendas in advance, and facilitate TAC discussions. Affected transit operators are expected to participate. Transit agencies are responsible for ensuring that the appropriate staff attends TAC meetings, that they participate in discussions in good faith, and that they communicate with other relevant staff within their agency (including those employees whose work may be affected) and executive management so that timely and constructive agency feedback can be provided to MTC. MTC will consider TAC input when formulating draft policy. In cases where there is no relevant TAC to address the issue under consideration, MTC will formulate draft policy and solicit feedback from general advisory groups, such as the Partnership Technical Advisory Committee (PTAC) or the Transit Finance Working Group.

At its discretion, MTC may also solicit input from the Partnership Board, the Partnership Technical Advisory Committee, the Transit Finance Working Group and MTC's Policy Advisory Council prior to Commission action. Following consultation with the TAC(s) and/or other advisory groups, MTC will solicit feedback from the Partnership Transit Coordination Committee. MTC will provide notification of the proposed PTCC meeting and agenda through written communication to transit general managers and transit program coordinators and posting of the meeting materials on MTC's web site.

After consulting with transit agencies, MTC will forward staff's recommendations to the MTC Operations Committee and the Commission.

D. Sanctions

The Commission expects each transit agency to comply with the requirements outlined in this Resolution and its Attachments as a condition of eligibility for STA and TDA funds, Regional Measure 2 funds, transit capital funds (including federal transit formula funds, STP, CMAQ and STIP funds) and other funds subject to Commission programming and allocation actions. MTC intends that the region's transit agencies will implement these requirements in good faith and cooperation among themselves and with MTC. The sanction of withholding, restricting or re-programming funds to enforce cooperation will be exercised by MTC in cases where an agency fails to meet or fails to exhibit good faith in meeting these requirements. In such cases, MTC staff will notify the agency of the possibility that a sanction may be imposed. This notification will also recommend corrective actions that the agency should take to meet the implementation requirements. The notification will be sent no less than sixty (60) days prior to forwarding an MTC staff recommendation to the Commission.

Appendix B-1
511 Transit Information Requirements

MTC provides static transit data (i.e. schedules/trip planning information) through the 511 phone and web service and real-time transit departure information through the 511 phone and web services and the Regional Hub Signage Program. MTC requires the full participation and support of all transit agencies to deliver quality and timely information. MTC and the transit agencies have jointly developed data transfer mechanisms for schedule, trip planner and real-time transit data and identified appropriate roles and responsibilities for all parties, as documented in "*511 Transit Program Roles and Responsibilities*." MTC will review these requirements on an as-needed basis with transit agency partners. Additionally, MTC and the Real-Time Transit TAC developed "*Real-time Transit Information System System Requirements*" that detail the system requirements for all parties. The two documents are available at: http://www.mtc.ca.gov/planning/tcip/. The key roles and responsibilities to provide transit agency data on 511 services are as follows:

Transit Agencies will:

Generally:

1. Participate in MTC's 511 RTIS and Real-Time Transit Technical Advisory Committees.
2. Support, fund and staff their roles and responsibilities related to the 511 services as described below.
3. Notify transit customers of the availability of 511 information and 511.org on transit agency web sites, in printed materials, at bus stops/rail stations, and on other transit agency information channels.

For Static Transit Information (Schedules/Trip Planner):

4. Provide accurate, complete, timely information regarding transit routes, stops, schedules, fares for dissemination on all 511 features and services.
5. Transmit schedule and other transit service information to MTC in advance of any schedule changes to allow for MTC's timely inclusion in the 511 Transit website. MTC will provide a schedule identifying the necessary advance time.
6. Perform quality control review (focusing on data changed for upcoming service revisions) on a representative sample of agency service data prior to transmittal to MTC for MTC's timely inclusion in 511's features and services.

For Real-time Transit Information:

7. Provide prediction data to the Regional System by establishing and maintaining a data connection to the Regional System and operating and maintaining an interface application.
8. Meet requirements, as defined in "*Real-time Transit Information System System Requirements*", including the standard interface requirements, and in "*511 Transit Program Roles and Responsibilities*".
9. Conduct on-going performance monitoring to ensure accurate and timely transfer of data to the Regional System and accurate provision of prediction data to the public, in collaboration with MTC.
10. Ensure that there is no impact to its provision of prediction data to 511 in the event that the transit agency provides its specific prediction data to a third party.

11. Provide service disruption information to 511 where available and logistically feasible through agreed upon formats.

MTC will:

Generally:

1. Organize and facilitate MTC's 511 Transit RTIS and Real-time Transit Technical Advisory Committees (TAC).
2. Fund, operate, and maintain the 511 services for regional transit information, including 511.org, the 511 transit website, 511 phone, regional real-time transit signs at transit hubs, and other relevant new applications.
3. In collaboration with transit agencies, conduct performance monitoring to ensure accurate and timely transfer of both static and real-time transit data to the Regional 511 System.

For Static Transit Information (Schedules/Trip Planner):

4. Notify transit customers of the availability of transit agency websites at appropriate locations on web site pages of 511.org.

For Real-time Transit Information:

5. Share with third party vendors and the general public the real-time transit data as described in "*511 Transit Program Roles and Responsibilities*".
6. Provide agencies with contact information for the 511 Traveler Information Center (TIC) to allow for the posting of real-time transit service disruption/emergency information on 511.

Appendix B-2
Regional Transit Hub Signage Program Requirements

MTC and transit agencies have developed the Regional Transit Hub Signage Program Technical Standards and Guidelines (e.g. 'the Standards') to ensure consistency across the region as the signage is deployed and maintained. A detailed version of the Standards is available at: http://www.mtc.ca.gov/planning/tcip/. The Standards may be periodically updated to reflect their evolution through the Concept Plan and Design/Plan, Specification and Estimates phases of implementation.

The Standards include:

1. Four main sign types: directional signs, wayfinding kiosks, transit information displays, real-time transit information displays.
2. Guidance to locate signs at key decision points between transit operator services.
3. Design elements to establish a common "look" and "feel" for the signage including:
   - Orange 'i' icon on a green background;
   - Standard logos, icons, arrows and messages and an organizing hierarchy;
   - Standard 'frutiger' font;
   - Hierarchy for the location of information in each sign;
   - Consistent map orientation and colors;
   - Directional map compass and walking distance/time radius;
   - Transit stop designation through agency logo/mode icon/route number 'bubbles'; and
   - Prominent 511 logo/message and regional transit program information.

Transit Agencies will:

1. Lead and/or actively participate in the process to implement the Hub Signage Program. Participate on the Transit Connectivity TAC.
2. Comply with the Standards which generally apply to the 21 regional transit hubs identified in the Transit Connectivity Plan and three airports. Where exceptions to the Standards are desired, transit operators must seek prior approval from MTC. Where ambiguity in the Standards exists, transit operators shall request clarification from MTC.
3. Comply with cost responsibilities. Per Res. 3771 (July 2006), costs associated with implementing the Regional Transit Hub Signage Program at the 24 hubs are shared. A revised matrix clarifying cost responsibility by sign type is included as Appendix B-2, Attachment 1. After initial installation, maintenance and replacement of each sign shall be the responsibility of the assigned transit agency.
4. Comply with task responsibilities (O&M, replacement and ownership) further detailed in Appendix B-2, Attachment 1. MTC expects that transit agencies will jointly confirm task responsibility for each sign at each hub during the Concept Plan phase, prior to sign installation, which will ultimately be documented in a table titled "Hub Signage Program Sign Ownership", incorporated herein by reference, and posted on MTC's website at http://www.mtc.ca.gov/planning/tcip/. In most cases, the transit agency that owns the property on which the sign is installed will be assigned responsibility. For signs installed on property not owned by a transit agency, the transit agency providing the most service

(passenger boardings) in the area of the sign will be assigned responsibility. Some negotiation between transit agencies may be necessary depending on sign location. Signs will not be installed until task responsibilities are final. Once installed, transit agencies must comply with the agreed-upon task responsibilities.

5. Facilitate the permitting of signs by waiving all fees that a transit agency would usually charge for sign installation on its property or leased operating area.
6. As transit agencies plan new facilities or prepare for major remodels of existing facilities, they shall consult with MTC early in the planning process for applicability of the Standards to the project.

MTC will:

1. Develop, document and periodically update regional sign Standards.
2. Support coordination of Hub Signage Program implementation at all 24 hubs.
3. Comply with cost and task responsibilities detailed in Appendix B-2, Attachment 1.
4. Solicit feedback from transit agencies on significant changes to regional policy affecting the 24 hubs through the Transit Connectivity Technical Advisory Committee.
5. As resources permit, provide technical assistance to transit agencies wishing to extend the regional sign Standard to non-regional hubs.

Appendix B-2, Attachment 1: Hub Signage Program Cost/Task Responsibilities

			Cost Responsibility		Task Responsibility	
Hub Signage Program Element	**Task**	**Est. Cost**	**Regional**	**Operator***	**Regional**	**Operator***
All Sign Types	1. Initial Deployment Concept Plans; Design/PSEs, Procure, Fabricate & Install	$10,053,000	X		MTC-led hubs	BART Santa Rosa
Directional/Wayfinding Signs (including hub identification signs)	2. Annual Operations and Maintenance (O&M), including: Info. content, electricity, cleaning, graffiti removal, repairs	$680,000		X		X
	3. Lifecycle Replacement Planning, procurement, coordination, installation	(included in #2)		X		X
	4. Ownership Insurance liability, warranty claims	(included in #2)		X		X
Wayfinding Kiosks	5. Annual Operations and Maintenance (O&M), including: Electricity, regular cleaning and graffiti removal, repairs	(included in #2)		X		X
	Information content, quarterly cleaning		X		X	
	6. Lifecycle Replacement Planning, procurement, coordination, installation	(included in #2)		X		X
	7. Ownership Insurance liability, warranty claims	(included in #2)		X		X
Real-Time Transit Signs	8. Annual Operations and Maintenance (O&M), including: Electricity, communications, cleaning, graffiti removal, repairs, status reporting	$254,000		X		X
	Information content		X		X	
	9. Lifecycle Replacement Planning, procurement, coordination, installation	$240,000	X			X
	10. Ownership Insurance liability, warranty claims	(included in #8)		X		X
Transit Information Displays	11. Annual Operations and Maintenance (O&M), including: Regular cleaning, damage/graffiti reporting	$177,000		X		X
	Information content, electricity, communications, quarterly cleaning/graffiti removal, repairs, status reporting		X		X	
	12. Lifecycle Replacement Planning, procurement, coordination, installation	(included in #11)		X		X
	13. Ownership Insurance liability, warranty claims	(included in #11)		X		X
Totals	**Initial Capital Costs** **Annual O&M, Replacement Costs**	**$10,053,000** **$1,351,000**				

**In most cases, the transit agency who owns the property on which the sign is installed is responsible. For signs installed on property not owned by a transit operator, the transit agency providing the most service (passenger boardings) in the area of the sign is responsible. Sign responsibility will be confirmed as part of project planning prior to installation.*

Appendix B-3
Clipper® Implementation Requirements

This Appendix defines the Commission's expectations of the transit agencies to ensure a successful operation of the Clipper® (formerly TransLink®) system in three sections:

I. Participation Requirements
II. Regional Clipper® Communications and Marketing Activities
III. Fare Media Transition Schedules by Specific Operators

Section I describes general Clipper® implementation requirements for participating operators.

Section II defines expectations for communications and marketing: a program area critical to smooth implementation of a full transition to Clipper® that can only be addressed through a collaborative, regional approach.

Section III establishes the dates by which the transit agencies that are currently operating Clipper® will transition their existing prepaid fare media to Clipper®-only availability.

I. Participation Requirements

The following transit agencies are currently operating Clipper® as their fare payment system: AC Transit, BART, Caltrain, Golden Gate Ferry and Transit, SFMTA, SamTrans, and VTA. Six of these agencies (not including Caltrain) were slated to be the first to operate Clipper® and were classified as charter members in the Clipper® Consortium, formed on December 12, 2003 by MTC and the six transit operators entering into the TransLink® Interagency Participation Agreement (IPA).[1] All seven agencies have negotiated and are in the process of entering into a Memorandum of Understanding (MOU) that will supersede the IPA when executed by all seven agencies and MTC. References in this Attachment to the IPA shall be read and understood to be references to the MOU after it becomes final.

The following describes general Clipper® implementation requirements for participating operators.[2] An operator's failure to meet one or more of these requirements may result in non-compliance with Resolution 3866.

1. Implement and operate the Clipper® fare payment system in accordance with the Clipper® Operating Rules, as adopted and amended from time to time by MTC. The current Clipper® Operating Rules (approved in October 2010) are incorporated herein by this reference. The Clipper® Operating Rules establish operating parameters and procedures

[1] MTC withdrew from the Consortium effective July 1, 2010, as permitted by the IPA; however, certain of its provisions related to cost allocation and indemnification continue to apply to MTC.

[2] Items 1-6 are based on provisions of the IPA, as amended on June 27, 2005 and December 4, 2007, revised in light of MTC's withdrawal from the Consortium.

for the consistent and efficient operation of Clipper® throughout the region and are available on MTC's website at http://www.mtc.ca.gov/planning/tcip/.

2. Pay its share of variable operating costs, according to the cost allocation formula set forth in Appendix A to the IPA, Cost Allocation and Revenue Sharing, except to the extent such costs are reduced by the incentive payments made by MTC (as referenced in Appendix A to the IPA).

3. Abide by the revenue sharing formula in Appendix A to the IPA.

4. Make its facilities and staff available to MTC and the Clipper® Contractor for implementation of Clipper®. Any Operator and MTC may agree to an Operator-Specific Implementation Plan, setting forth specific requirements regarding implementation and operation of Clipper® for such Operator.

5. Make determinations regarding the placement of Clipper® equipment on the Operator's facilities and equipment; perform necessary site preparation; attend Clipper® Contractor training on the use of the Clipper® equipment; and provide training to employees using the equipment.

6. Accept transfer of ownership of equipment one year following Conditional acceptance by each Operator, as defined in Section 8.3 of the Clipper® Contract (or for Phase 3 operators one year following Acceptance, as established by contract change order.[3]) Maintain and track a list of all equipment.

7. Perform actions necessary to support transfer of ownership of the Clipper® bank accounts from BART to MTC. MTC must have fiduciary responsibility for patrons' prepaid balances no later than the date on which MTC's withdrawal from the Consortium becomes effective.

8. Implement, operate and promote Clipper® as the primary fare payment system for each Operator. Clipper®'s primary market is frequent transit riders (i.e., commuters and transit passholders). Operators shall not establish other fare payment systems or fare policies that could deter or discourage these patrons' preference to use Clipper®. Operators shall set fares so that fares paid with Clipper® are equivalent or lower than fares paid either with cash or other forms of payment.

   No new non-Clipper® prepaid fare product, other than for promotional, special event or limited-audience—e.g., tourist—fares, shall be created by any transit operator without consulting with and receiving prior approval from MTC.

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[3] The Clipper® Contract refers to the Design Build Operate Maintain contract between MTC and Cubic Transportation Systems, Inc. for the Clipper® fare payment system. The contract was assigned to Cubic on July 2, 2009 and has an operating term extending through November 2, 2019.

Nothing in this provision is intended to discourage operators from providing leadership on new technologies or innovations that would offer improvement to fare collection operations or the customer experience. The expectation is that these new initiatives should leverage the attributes and assets of Clipper®, not compete with Clipper® or undermine customers' preference to use Clipper®.

9. Perform first-line maintenance upon Clipper® equipment located on their facilities or vehicles, promptly notify the Clipper® Contractor when second-line maintenance of Clipper® equipment is needed, promptly notify MTC and the Clipper® Contractor of any issues affecting daily financial reconciliation or accuracy of system reports, issue all types (including, but not limited to, cards configured as senior or youth) of Clipper® cards and add value to existing Clipper® cards from all Ticket Office Terminals located at their business facilities, and provide at least the same level of front-line customer service to their patrons using Clipper® as to patrons using other forms of fare payment.

10. Sufficiently train and educate agency personnel who have Clipper®-related responsibilities so those personnel are able to carry out the requirements placed upon operators in this Resolution.

11. Assist MTC, as necessary, to develop a program for Transit Capital Priorities (TCP) funds for the purpose of procuring and installing end-of-lifecycle Clipper® equipment and to submit and administer grants for programmed TCP funds on a "pass-through" basis.

12. Upon transfer of ownership of equipment, take financial responsibility for replacement of equipment damaged in-service due to vandalism or any other cause not covered by the Clipper® Contract warranty.[4]

II. Regional Clipper® Communications and Marketing Activities

1. Effective Date. For operators currently operating the Clipper® system, these Clipper® marketing and communications requirements are effective immediately. For operators not yet operating Clipper®, the requirements are effective two months after MTC's approval of the Clipper® system as Revenue Ready for that operator.
2. General Requirements. Operators shall present Clipper® to customers, employees and media as a fully operational fare payment option. This includes, but is not limited to, identification of Clipper® as a fare payment option in brochures, websites, advertisements, schedules/timetables, email newsletters, internal memos, bulletins and training manuals, and any other materials that describe an operator's fare payment options. Operators shall present Clipper® as an option so that Clipper® has equal or greater prominence than the presentation of other payment options. Each operator shall incorporate and/or modify the presentation of

[4] MTC shall procure replacement equipment on an operator's behalf, and operators shall pay for the full cost of the equipment including all installation costs and materials.

Clipper® in existing brochures, websites, schedules/timetables, etc. whenever the operator next updates the content of these items.

In all cases, operators' marketing and communications about Clipper®, whether in brochures, websites, advertisements or other forms, shall adhere to Clipper® brand guidelines developed by MTC with input from transit operators. The Clipper® Brand Guidelines are available athttps://www.clippercard.com/ClipperWeb/toolbox.do.

3. Equipment Identification. If not already identified as such, operators shall identify Clipper®-compatible fare payment and Clipper®-compatible vending equipment with a decal or other visual identifier to indicate the equipment's Clipper® compatibility.

4. Operator Training. Operators shall ensure appropriate Clipper®-related training for transit operator staff including, but not limited to, vehicle operators, station agents, conductors, customer service personnel, proof of payment officers, ticket sales staff and any other personnel responsible for interacting with customers concerning payment options.

5. Marketing Coordination. Operators shall participate in the development and implementation of a Clipper® marketing and communications initiative that will begin approximately June 1, 2010. This includes, but is not limited to:
   - Staff participation in the development and implementation of the initiative;
   - Dissemination of Clipper® brochures and/or other information materials on vehicles and/or in stations in a manner consistent with the operator's dissemination of other similar operational information; and
   - Providing information about Clipper® utilizing space available on vehicles and/or in stations that is already used by the operator for dissemination of operational information (space available includes, but is not limited to, car cards, posters, and electronic displays).

6. Funding. Funding for the initial phases of the communications and marketing program shall come from the marketing funds already in the Clipper® capital budget and previously assigned to individual operators.

III. Fare Media

The tables below set forth ***the fare media*** that the designated operator shall convert to Clipper®-only availability and ***the date*** by which the operator shall no longer accept such fare media in its existing form. In general, MTC has emphasized with each operator a transition of those fare products which currently represent a significant portion of that operator's boardings.

An operator will be excused from compliance with a transition date requirement for particular fare media, if the Clipper® Contractor has not met at least 80% of the cardholder support service level standards set forth in Section B.1.12 of the Clipper® Contract for the two calendar months ending one month before the scheduled transition date. The operator's transition date requirement for the affected fare media will be reset to one month after the Clipper® Contractor has met at least 80% of the Clipper® Contract's cardholder support service level standards for two consecutive calendar months.

AC Transit will transition its existing fare media by the following dates:

Fare Media	Date for Ending Acceptance of Listed Prepaid Fare Media	Comments
EasyPass	Transition done	
31-Day Transbay Pass – Adult	Transition done	
Bear Pass (U.C. Berkeley Employee Pass)	Transition done	
10-Ride Ticket – Youth	Transition done	
10-Ride Ticket – Adult	Transition done	
31-Day Local Pass – Youth	Transition done	
31-Day Local Pass – Adult	Transition done	
10-Ride Ticket – Senior/Disabled	Transition done	Product in paper form was effectively eliminated upon transition of Youth 10-Ride Ticket to Clipper®-only.

BART will transition its existing fare media by the following dates:

Fare Media	Date for Ending Sales and/or Acceptance of Listed Prepaid Fare Media	Comments
EZ Rider card as payment for transit	Transition done	
High Value Discount (HVD) adult magnetic stripe ticket (blue)	12/31/2011	• Prior to 12/31/11, BART must discontinue sales of HVD tickets except as noted below; however, BART may continue accepting HVD tickets for fare payment after 12/31/2011. • BART may continue sales of HVD tickets for a limited period of time at seven My Transit Plus locations currently operating in BART stations. This exception shall remain in effect until 60 days after: (i) The Clipper® equivalent of HVD tickets becomes available through WageWorks and Edenred USA (parent company of Commuter Check); and (ii) The Clipper® Contractor completes the requirements in Section 2.3 of Clipper® Contract Change Order 122.
Senior magnetic stripe ticket (green)	12/31/2011	• Prior to 12/31/11, BART must discontinue sales of green tickets except as noted below; BART may continue accepting green tickets for fare payment after 12/31/2011. • BART may continue sales of green tickets at a limited number of existing sales locations. The number of locations and the length of time sales can continue is subject to mutual agreement by MTC and BART after public comment.

(table continues on following page)

Fare Media	Date for Ending Sales and/or Acceptance of Listed Prepaid Fare Media	Comments
Youth and disabled magnetic stripe ticket (red)	12/31/2011	• Prior to 12/31/11, BART must discontinue sales of red tickets except as noted below; BART may continue accepting red tickets for fare payment after 12/31/2011. • BART may continue sales of red tickets at a limited number of existing sales locations. The number of locations and the length of time sales can continue is subject to mutual agreement by MTC and BART after public comment.
Student magnetic stripe ticket (orange)	Requirement waived	Product not available on Clipper®. Recommend that BART align its definition of youth/student discount with all other operators in region and eliminate this fare product.

Caltrain will transition its existing fare media by the following dates:

Fare Media	Date for Ending Acceptance of Listed Prepaid Fare Media	Comments
Full Fare Monthly Pass	Transition done	
8-ride Ticket	Transition done	
Caltrain + Muni Monthly Pass	Transition done	
Eligible Discount Monthly Pass	Transition done	
8-ride Eligible Discount Ticket	Transition done	

Golden Gate Transit and Ferry will transition its existing fare media by the following dates:

Fare Media	Date for Ending Acceptance of Listed Prepaid Fare Media	Comments
$25 Value Card	Transition done	
$50 Value Card	Transition done	
$75 Value Card	Transition done	

The fare products listed below are issued by Marin Transit, yet accepted on vehicles operated by Golden Gate Transit within Marin County. If MTC and Marin Transit reach agreement whereby Marin Transit begins to accept Clipper® as a fare payment method, each of the fare media listed below shall be converted to Clipper®-only availability within six months after implementation of a Clipper® version of such fare media.

- $18 Value Card
- $36 Value Card
- Marin Local 1-Day Pass
- Marin Local 7-Day Pass
- Marin Local 31-Day Pass
- Marin Youth Pass

San Francisco MTA will transition its existing fare media by the following dates:

Fare Media	Date for Ending Acceptance of Listed Prepaid Fare Media	Comments
Monthly Passes		
Adult BART/Muni Monthly Pass	Transition done	
Adult Muni Monthly Pass	Transition done	
Senior Muni Monthly Pass	Transition done	.
RTC/Disabled Monthly Pass	Transition done	
Youth Monthly Pass	Transition done	
Visitor/Cable Car		
1 Day Passport	Requirement waived	Product not currently available on Clipper® limited-use (LU) tickets. However, LUs are preferred implementation option.
3 Day Passport	Requirement waived	Product not currently available on Clipper® limited-use (LU) tickets. However, LUs are preferred implementation option.
7 Day Passport	Requirement waived	Product not currently available on Clipper® limited-use (LU) tickets. However, LUs are preferred implementation option.
Ticket Books/Tokens		
Adult Single Ride Ticket Book	Transition done	
Inter-Agency Transfers		
BART Two-Way Transfer	Transition done	
BART/Daly City Two-Way Transfer	3/1/12	
Golden Gate Ferry Two-Way Transfer	Transition done	
Transfers		
Bus Transfers	6/30/13	
Metro/Subway Transfers	Transition done	
ADA Transfers	Transition done	

SamTrans will transition these existing fare media by the following dates:

Fare Media	Date for Ending Acceptance of Listed Prepaid Fare Media	Comments
Local Monthly Pass	12/31/11	• 12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring. • SamTrans may continue to distribute paper form of this fare product through the county's social services agencies.
Local SF Monthly Pass	12/31/11	12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring.
Express Monthly Pass	12/31/11	12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring.
Eligible Discount Monthly Pass—senior/disabled	12/31/11	• 12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring. • SamTrans may continue to distribute paper form of this fare product through the county's social services agencies.
Youth Monthly Pass	12/31/11	• December 2011 date is when paper form of product is no longer available for purchase through retail outlets. SamTrans may continue to distribute paper form of this fare product through the county's social services agencies. • "Needy Family Youth Pass" may continue to be available in paper form through schools for eligible students only.

VTA will transition these existing fare media by the following dates:

Fare Media	Date for Ending Acceptance of Listed Prepaid Fare Media	Comments
Monthly Pass	6/30/2012	• Transition date subject to change if, by April 1, 2012, there are not at least 50 Clipper® vendors operational in VTA's service area, or MTC has not addressed any retailer deficiencies in specific locations based on Title VI assessment performed by MTC. • In such case, transition date will be the last day of the third month after conditions described above are met.
Monthly Express Pass	6/30/2012	Same comments as for Monthly Pass.
Day Pass Tokens	6/30/2012	Date is when product is no longer available for purchase through retail outlets.

If, 12 months after the VTA Day Pass Accumulator is available on Clipper, VTA has a Clipper® market penetration percentage rate lower than the weighted average of SFMTA's, AC Transit's, and SamTrans' Clipper® market penetration, then VTA will consider a fare discount that incentivizes use of Clipper®.

Other Operators

The following are general Clipper® implementation and fare media transition requirements for operators not yet operating Clipper®. Following MTC's approval of the Clipper® system as Revenue Ready for a given operator, MTC will work with the operator to identify more specific fare media transition plans. Unless otherwise approved by MTC, an operator shall (i) begin accepting Clipper® for fare payment by customers no more than two months following MTC's approval of the Clipper® system as Revenue Ready for the operator, and (ii) end acceptance of prepaid non-Clipper® fare media no more than one year following MTC's approval of the Clipper® system as Revenue Ready for the operator.

Appendix B-4
Maintenance of Existing Coordinated Services

The Commission's previously adopted Transit Coordination Implementation Plan (Resolution No. 3055) included a number of coordination programs that were not modified by the Transit Connectivity Plan. Of these, the Commission expects the transit operators to continue to support the following:

1. Regional Transit Connection (RTC) Discount Card Program – Provides identification cards to qualified elderly and disabled individuals for reduced fares on transit. Transit operators and MTC maintain memorandums of understanding about roles and responsibilities for program implementation. The RTC Discount Card is being incorporated into the Clipper® program
2. ADA Paratransit Eligibility Program – Consists of a regional application, a regional eligibility database administered by a transit agency on behalf of the region and universal acceptance across transit systems of all eligibility determinations. Transit operators have flexibility to tailor the application process to screen applicants to facilitate eligibility determinations.
3. Interagency ADA Paratransit Services – Establishes policies to promote a consistent approach to interagency paratransit passenger transfers (see Appendix A-4, Attachment 1).
4. Regional Transportation Emergency Management Plan – The Regional Transportation Emergency Management Plan (formerly know as the Trans Response Plan) is a framework to coordinate transit services during regional emergencies. Transit operators are required to participate in regional exercises to test the implementation of the plan. Transit agencies certify compliance through their annual State Transit Assistance (STA) funding claims process, and also address emergency coordination planning through their Short Range Transit Plans.
5. Regional Links/Express Bus/Feeder Bus Services – Regional Links include bus service across the Bay Bridge, Dumbarton Bridge, the San Mateo Bridge and the Richmond/San Rafael Bridge that has been incorporated into the Express Bus Services program funded with Regional Measure 2 (RM2), and will be monitored per RM2 requirements. Express Bus Services also include Owl Service which operates along the BART rail lines at night when BART is closed. Express feeder bus services to/from BART stations during peak periods are maintained through direct allocation of BART's STA funds to transit agencies as specified in the annual Fund Estimate. If STA is unavailable, BART's General Fund up to $2.5 million is available to support these services per existing agreement. If additional funding is needed, it will be subject to discussion on an annual basis.

Appendix B-4, Attachment 1
Requirements for Interagency ADA Paratransit Services

Note: Transit operators developed guidelines for interagency ADA paratransit services. MTC adapted these guidelines for the purpose of defining coordination requirements.

Consistent with the Americans with Disabilities Act (ADA) requirement to provide paratransit services that are complementary to fixed-route transit services, Bay Area transit operators have identified a transfer-oriented network of interagency paratransit services. Interagency paratransit trips may require a transfer between connecting paratransit providers at a location specified by the transit operator. The following regional requirements are intended to improve connections between paratransit services for both passengers and paratransit providers. The requirements establish regional protocol for how the system will operate as well as specify the responsibilities of paratransit providers to assure an efficient, user-friendly system.

1. All public transit agencies in the San Francisco Bay Area will honor the regional ADA Eligibility Process [as approved by transit agencies] when certifying an individual for ADA paratransit services.

2. Eligibility for an individual requesting interagency paratransit services will be verified through the ADA Paratransit Regional Eligibility Database.

3. Transit operators will develop and make available customer information on how to access and use interagency paratransit services. This information will be made readily available in accessible formats.

4. Interagency paratransit trips will usually require a transfer between connecting paratransit providers at a location specified by the transit operator. Transit operators will transfer passengers at designated transfer locations that, to the extent possible, are also used as fixed-route transfer sites. For operational efficiency or customer service quality, use of other transfer sites is not precluded. Operators will seek to establish transfer locations that are clean, safe, sheltered and well-lit with accessible telephones and restrooms nearby. Established interagency paratransit transfer locations on transit properties will be clearly marked with a consistent sign designed and adopted at the regional level.

5. For operational efficiency or customer service reasons, transit operators may:

    - transfer passengers to a connecting paratransit provider at a transfer location, including having the passenger wait without assistance until the connecting provider arrives; or
    - provide through-trip service into an adjoining transit agency's service area (not requiring a transfer); or

- provide transfer assistance to passengers at transfer points (waiting with the passenger until connecting provider arrives); and
- coordinate their schedules and dispatch procedures with connecting provider(s) on the day of service.

6. Coordinating Bay Area interagency paratransit reservations shall be the responsibility of paratransit providers. Subject to availability of rides, a single transit coordinator will be responsible to schedule an interagency paratransit trip (including round-trip service). For trips requiring coordination between only two transit operators, the operator in whose jurisdiction the trip originates will usually perform the function of trip coordinator to schedule the entire trip and to serve as a point of contact for passenger inquiries. For trips involving three or more paratransit providers, a regional trip coordinator may perform these functions.

7. Transit operators shall accept reservations for interagency paratransit trips according to their local advance reservation policies. When coordinating a trip, the shorter advance reservation period of the connecting agencies will apply. In some cases, the scheduling operator will be unable to determine the availability of a requested interagency paratransit trip until the shortest advance reservation period is open. If, due to differences in advance reservation periods, trip availability cannot be determined at the time the trip is requested, the scheduling operator will inform the passenger of when to call to complete the trip reservation process. In the meantime, the scheduling operator may book available legs of the requested trip according to local advance reservation policies.

8. Transit operators will charge a fare consistent with each individual operator's fare payment policy. All fares will be communicated to the passenger by the operator scheduling the first leg of the interagency paratransit trip at the time the ride is confirmed. Operators and MTC will work toward a regional fare payment method and/or regional fare policy for paratransit services.

Appendix I
San Mateo County Transit District (SamTrans) Title VI analysis

SamTrans Fare Media Transitions to Clipper® - Title VI Analysis

December 2011

Overview of SamTrans

The San Mateo County Transit District (SamTrans) is tasked with providing public transit service in San Mateo County, which covers a geographic span of 446 square miles and a population base of approximately 700,000 persons/residents. Its passenger service consists of exclusively bus service, with 296 buses and 83 vehicles (paratransit) in its fleet. SamTrans operates a total of 48 routes, of which 47 are local and one is express.

SamTrans offers a variety of fare payment options to its ridership, including tokens, local-ride tickets, and a variety of monthly passes. There are products which are institutional, versus generally available to the public; prepaid, versus available on the vehicle; and full fare, versus discounted for different eligible groups. Of these fare payment options, SamTrans' monthly passes are slated for transition to Clipper-only availability. As such, they are the subject of this analysis.

Service Area Profile

SamTrans defines its service area as the entire area of San Mateo County. This area consists of 155 census tracts and includes 707,161 residents (per US Census 2000 data)[1]. The demographic characteristics of the population within this service area are as follows:

- Minority: 50.2% (Map attached at **Appendix A)**
- Low-Income: 15.8% (Map attached at **Appendix B**)
- Limited English Proficiency (LEP): 18.4%, with Spanish as the first language and Chinese (no further specificity available) as the second language spoken most prevalently by LEP persons. (Map attached at **Appendix C)**

See **Appendix D** for an explanation of the methodology used to define minority, low-income, and LEP.

SamTrans Ridership Profile

SamTrans contracted the survey firm of Corey, Canapary & Galanis to conduct an in-depth passenger survey as recently as November 2009. The survey instrument asked questions on a range of topics, from customer service issues to demographics and method of fare payment. The responses from the 7,003 surveys that were completed provide the basis for the entire analysis that follows.

Table 1 provides an overview of the demographic characteristics of SamTrans patrons.

[1] The retail analysis presented later in this document is based upon data at the census tract level. Census 2010 data for income was released after the analysis was performed. Therefore, Census 2000 data is utilized for the retail analysis as well as throughout the report to maintain consistency.

Table 1: Demographic Profile of SamTrans Survey Respondents Overall			
Income Level	**Percent of Responses**	**Minority Status**	**Percent of Responses**
Low-Income	60%	Minority	72%
Higher Income	19%	Non-Minority	19%
No Response	21%	No Response	9%
Total	100%	Total	100%

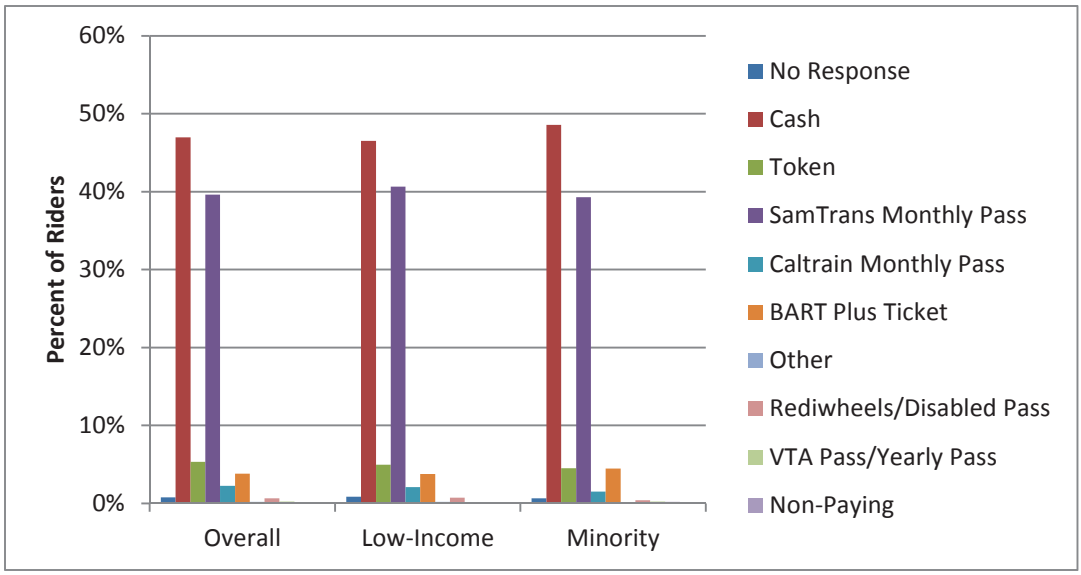
As the data shows, SamTrans' ridership is significantly more low-income and minority than its service area. 60% of the ridership is low-income, versus about 16% of the population of the service area, and 72% of the ridership is minority, versus about 50% of the population of the service area.

In order to determine whether the monthly passes targeted for mandatory transition to Clipper are used in greater proportions by low-income and minority riders, Table 2 provides a sense of how the different demographic groups utilize SamTrans' fare products.

Table 2: SamTrans Fare Type Use – Total Ridership			
Fare Type	**Overall**	**Low-Income**	**Minority**
No Response	1%	1%	1%
Cash	47%	47%	49%
Token	5%	5%	5%
SamTrans Monthly Pass	40%	41%	39%
Caltrain Monthly Pass	2%	2%	1%
BART Plus Ticket	4%	4%	4%
Other	0%	0%	0%
Redi-Wheels/Disabled Pass	1%	1%	0%
VTA Pass/Yearly Pass	0%	0%	0%
Non-Paying	0%	0%	0%
TransLink	0%	0%	0%
Total Responses	7003	4234	5022

Chart 1 represents the same data graphically.

Chart 1: SamTrans Fare Type Use – Total Ridership



When viewed at a high level, it does not appear that transitioning the suite of SamTrans monthly passes to Clipper-only availability will have a disparate impact on either low-income or minority populations, as the percentages of low-income and minority people who use monthly passes do not differ from how the overall ridership uses these passes. However, it is important to drill down to the level of the particular variations of monthly passes, as they could be used differently from each other. Therefore, the demographics of the patrons who use each fare product, to the extent that information is discernible from the survey data, will be described on a case-by-case basis below.

Fare Products Transitioning to Clipper

Only prepaid fare products that are generally available to the public are mandated for transition by Resolution 3866. Table 3 is copied from the Resolution and lists these products, along with relevant comments regarding each transition. All fare products are currently scheduled to transition on December 31, 2011.

During the design and review process of the TransLink®/Clipper system, MTC worked with transit agencies region-wide to determine which fare products were compatible with the Clipper® technology and distribution processes available through the regional Clipper® program services. Many fare products distributed through "institutional" programs – fare products that are not generally available to the public that require verifiable eligibility verification, such as income level – were excluded from Clipper implementation. In the case of SamTrans, these excluded products include the "Needy Family" discount program, which is administered by school districts within its service area, as well as the distribution of monthly passes through social service agencies. (See Table 3 footnote for description of the "Needy Family Youth Pass".)

Table 3: SamTrans Fare Media Transitions in MTC Resolution No. 3866, Revised		
Fare Media	**Date for Ending Acceptance of Listed Prepaid Fare Media**	**Comments**
Local Monthly Pass	12/31/11	• 12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring. • SamTrans may continue to distribute paper form of this fare product through the county's social services agencies.
Local SF Monthly Pass	12/31/11	12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring.
Express Monthly Pass	12/31/11	12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring.
Eligible Discount Monthly Pass—senior/disabled	12/31/11	• 12/31/11 transition date subject to change if forthcoming Title VI assessment performed by MTC reveals any retailer deficiencies in specific locations that, in the opinion of MTC, need to be addressed prior to transition occurring. • SamTrans may continue to distribute paper form of this fare product through the county's social services agencies.
Youth Monthly Pass[2]	12/31/11	• December 2011 date is when paper form of product is no longer available for purchase through retail outlets. SamTrans may continue to distribute paper form of this fare product through the county's social services agencies. • "Needy Family Youth Pass" may continue to be available in paper form through schools for eligible students only.

[2] The Youth Monthly Pass being discontinued on December 31, 2011 is discounted based on age. The "Needy Family Youth Pass" offers an additional discount to youth who qualify for the school lunch program in their respective school districts on the basis of income level.

Impacts of Fare Product Transitions to Clipper

In order to determine whether there are adverse impacts in transitioning to Clipper, it is necessary to first examine how patrons are able to use the fare product in paper form, and then to identify any differences (both positive and negative) in the Clipper implementation.

The five products listed in Table 3 are grouped into three categories: adult, eligible discount, and youth. The Local Pass, Local/SF Pass, and Express Pass fall into the adult category, and will be considered collectively.

Adult Monthly Passes

Adult Pass Ridership Profile

In order to determine who will be impacted by the adult monthly pass transitions, the monthly pass survey responses were cross-tabulated with the adult fare category. Although there are three distinct adult fare products transitioning to Clipper, the demographic profile was combined into one. This has to do with the fact that there are currently so few users of the Local/SF and Express pass products (fewer than 200), partly due to the reduction in express service since the time the survey was taken. The assumption is that those patrons who previously used the Local/SF and Express products in greater number have transitioned to Local routes, thereby switching to the Local Pass. Table 4 presents the result of this analysis.

Table 4: Demographic Characteristics of Adult Pass Survey Respondents

Income Level	Percent of Responses	Minority Status	Percent of Responses
Low-Income	60%	Minority	75%
Higher Income	21%	Non-Minority	17%
No Response	19%	No Response	8%
Total	100%	Total	100%

The analysis reveals that the overwhelming majority of adult pass users are low-income (60%) and minority (75%). However, a caveat of the analysis is that the survey respondents could be patrons who receive the Local Pass for free or at a discount through a social services agency, and since these passes will be remaining in paper form, the demographic profile suggested by the survey responses do not necessarily accurately represent the patrons who will be impacted by the transition to Clipper.

1. Local Pass

Pre-Transition: Paper Local Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product. Currently, approximately 3,500 local passes are distributed each month.

Cost and Means of Procurement

The SamTrans paper Local Pass is valid for unlimited rides on all of SamTrans' Local routes and on Routes KX, 292, 391 and 397 within San Mateo County and to Palo Alto during the month for which it is issued. Adult customers are able to obtain a Local Pass for $64 in person or by mail between the 21st of the prior month and the 7th day of the pass validity month. The Local Pass is sold by 52 third-party vendors in 16 communities within the SamTrans service area.

Customers also can purchase the pass at the SamTrans headquarters in San Carlos, or they can submit a ticket order form to SamTrans in order to have a paper Local Pass mailed to them. Customers can obtain the ticket order form through the SamTrans website or by calling the SamTrans Customer Service Center.

Riding Privileges

The SamTrans paper Local Pass is valid for unlimited rides on all of SamTrans' Local routes and on Routes KX, 292, 391 and 397 within San Mateo County and to Palo Alto during the month for which it is issued.

The ride value of the paper Local Pass can be applied towards a SamTrans route with a higher ride value, such as an Express route (KX) in or out of San Francisco or Routes 292, 391, and 397 when traveling out of San Francisco. Customers are able to show the bus operator their Local Pass and then pay the upgrade fare with cash.

Transfer Benefits

The SamTrans Local Pass also can be used for a fare credit on other transit operator services. Dumbarton Express operators accept SamTrans monthly passes as a local fare credit or partial fare credit for a Transbay fare at shared SamTrans and Dumbarton Express bus stops. Monthly pass holders needing to pay the Transbay fare on a Dumbarton Express route can show their pass and pay the upgrade fare with cash.

Customers who show a VTA bus operator a valid SamTrans monthly pass receive a local fare credit when boarding a VTA Local or Limited Stop bus in Palo Alto. The paper SamTrans monthly pass also qualifies customers for partial fare credit and upgrades for Express Bus service in the city of Palo Alto, as well as discounts on the Adult Day Pass and Adult Express Day Pass that can be purchased on a VTA bus. Customers can pay the upgrade fare with cash after showing the VTA bus operator their paper pass.

Additional Benefits

Customers who purchase a Local Pass also have the option of purchasing a Muni sticker that can be affixed to their paper SamTrans pass. Customers can show their valid monthly pass with the sticker to Muni vehicle operators and station agents for unlimited rides on all Muni services except the cable car. The sticker costs $57 and is available at select ticket outlets. Most SamTrans vendors in San Francisco and Daly City sell the sticker, but the sticker is not necessarily available at all the locations where the Local Pass is sold.

SamTrans sells a prorated Local Pass at SamTrans headquarters or by mail. Customers can pay $48 for a current pass between the 8th and 14th of the month and $34 between the 15th and 21st of the month.

Options for Socio-Economically Disadvantaged Riders
Approximately one-third of Local Passes are purchased from SamTrans by local social service agencies and then distributed for free or at a discount to their clients.

Post-Transition: Clipper Local Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product.

Cost and Means of Procurement
The SamTrans Local Pass can be loaded onto an adult Clipper card. Prior to the launch of Clipper in June 2010 the adult Clipper card cost $5, but since then it has been free. The cost of the Local Pass remains the same, $64. Customers can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals.

There is a vending window associated with the sale of the Local Pass. A Local Pass for a particular calendar month becomes available for sale on the 21st of the preceding month. The vending window for a pass closes on the 9th day of the validity month.

Riding Privileges
The Local Pass is a monthly pass that is valid for unlimited rides on all SamTrans' Local routes during the month for which it is issued.

The Local Pass can also be used for a fare credit on an Express route (KX) in and out of San Francisco and southbound routes out of San Francisco (Routes 292, 391, and 397). Customers disembarking from the KX in San Francisco can either pay the upgrade fare with cash value on their Clipper cards, actual cash or another accepted fare instrument (i.e., SamTrans tokens or change cards). However, if a customer is taking Routes KX, 292, 391 or 397 out of San Francisco, the customer must have enough cash value on his or her Clipper card to pay the upgrade fare (which is equal to the difference between the higher ride value and the local fare) or the Local Pass will not count as a local fare credit. In this situation, the customer would need to pay the full fare using cash or another accepted fare instrument.

Transfer Benefits
The Clipper Local Pass may be accepted as a transfer or fare credit on other transit agencies that accept Clipper. Since the Clipper system is unable to identify if a customer is boarding at a "shared stop" as with the paper pass system, inter-agency discounts are no longer restricted by geographic location. Customers with the Clipper SamTrans Local Passes will be able to ride for free on all VTA Local bus, Limited Stop bus, bus rapid transit, community bus and light rail

vehicles when they tag a VTA card reader within two hours of tagging a SamTrans card reader.[3] Customers who transfer from SamTrans to a VTA Express bus within two hours of first tagging will need to have enough cash value on their Clipper card to pay the upgrade fare. If a Clipper card does not have sufficient cash value on it, the customer will have to pay the entire VTA Express bus fare with cash or another accepted fare instrument. When the VTA Day Pass Accumulator is implemented on Clipper in January 2012, fare credits given as part of transfers from other agencies shall be accumulated towards a Day Pass (along with any upgrade fare that is paid.)

MTC has been working to implement a transfer credit arrangement for SamTrans monthly pass holders transferring to Dumbarton Express routes since April 2011. The transfer arrangement will be in place by the end of January 2012. At that time, a customer with a SamTrans Local Pass will receive a transfer credit equivalent to the Dumbarton Express local fare within two hours of tagging a SamTrans card reader. Customers who have to pay the Dumbarton Express Transbay fare for a trip will need to have cash value on their Clipper cards in order to pay the upgrade fare. Otherwise, the customer will need to pay the entire Transbay fare with cash.

(Changes in) Additional Benefits

Customers cannot upgrade their SamTrans Local Pass to be accepted on Muni (with the addition of a discounted sticker). Customers who want unlimited travel on Muni during a calendar month will need to purchase a Muni-Only Pass for $62 for their Clipper card. Although this option costs $5 more than the sticker currently offered by SamTrans, the Muni-Only Pass is not equivalent in value to the upgrade sticker. The full pass adds a 3-day grace period beyond the end of the calendar month for which it is issued, and it also gives customers access to unlimited cable car rides during the pass validity period (a single cable car ride costs six dollars). The Muni-Only Pass is available through all the same channels as the SamTrans Local Pass.

Prorated Local Passes are not available with Clipper.[4]

Options for Socio-Economically Disadvantaged Riders

Social service agencies will continue to have the option of purchasing the paper version of this pass for free or discounted distribution to their clients. As stated earlier, approximately one-third (over 1,000) of these passes are distributed in this manner.

The key variables in comparing these two versions of the Local Pass are summarized below.

[3] Transfer arrangements as implemented on the Clipper system are determined by inter-agency agreement and are expressed by the "business rules" that each agency participates in crafting, which govern how fares will be honored on their respective systems. In the case of the transfer arrangement between SamTrans and VTA, VTA determined via its business rules that it would only grant transfer credit to SamTrans patrons when they originate their trip on the SamTrans system, and not when those patrons originate their trip on the VTA system. This is a change from how the paper passes are honored, but it more accurately represents the intention of VTA's inter-agency agreement with SamTrans.

[4] SamTrans currently sells approximately 75 prorated passes, for all fare categories, per month. This represents roughly 0.7% of its overall monthly pass sales.

Table 5: Summary of Changes for Local Pass Transition		
Fare Product Features	**Pre-Transition: Paper Local Pass**	**Post-Transition: Local Pass on Clipper**
Cost of the Product	$64	$64
Riding Privileges	Valid entire month on Local routes; fare credit on SF and Express routes	Valid entire month on Local routes; fare credit on SF and Express routes
Transfer Benefits	Dumbarton Express, VTA	Dumbarton Express - in place January 2012; VTA - changed
In-Person Access	52 retailers in 16 cities	Analysis below
Other Ways to Access	By mail	Mail, online, Autoload, phone
Additional Benefits	Prorated passes and Muni upgrade	Not available
Options for Disadvantaged Patrons	1/3 of passes distributed at discount or free	1/3 of passes distributed at discount or free (in paper form)

2. Local/SF Pass

Pre-Transition: Local/SF Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product. It provides the most utility for patrons who routinely travel on routes that leave San Francisco. Currently, fewer than 150 Local/SF passes are purchased each month.

Cost and Means of Procurement
Adult customers are able to obtain a Local/SF Pass for $96 in person or by mail between the 21st of the prior month and the 7th day of the pass validity month. The Local/SF Pass is sold by 26 third-party vendors in 11 communities within the SamTrans service area.

Customers also can purchase the pass at the SamTrans headquarters in San Carlos. Customers can also submit a ticket order form to SamTrans in order to have a paper Local/SF Pass mailed to them. Customers can obtain the ticket order form through the SamTrans website or by calling the SamTrans Customer Service Center.

Customers who purchase a Local/SF Pass also have the option of purchasing a Muni sticker that can be affixed to their paper SamTrans pass. Customers can show their valid monthly pass with the sticker to Muni vehicle operators and station agents for unlimited rides on all Muni services except the cable car. The sticker costs $57 and is available at select ticket outlets. Most SamTrans vendors in San Francisco and Daly City sell the sticker, but the sticker is not available at all the locations where the Local/SF Pass is sold.

Riding Privileges
SamTrans accepts the paper Local/SF Pass for payment of an adult fare on all of its Local routes, including travel in and out of San Francisco on Routes 292, 391 and 397. The SamTrans paper Local/SF Pass is valid for unlimited rides on these routes during the month for which it is issued.

The ride value of the paper Local/SF Pass can be applied towards a SamTrans route with a higher ride value, such as an Express route (KX) in or out of San Francisco. Customers are able to show the bus operator their Local/SF Pass and then pay the upgrade fare with cash.

Transfer Benefits
The SamTrans Local/SF Pass also can be used for a fare credit on other transit operator services. Dumbarton Express operators accept SamTrans monthly passes as a local fare credit or partial fare credit for a Transbay fare at shared SamTrans and Dumbarton Express bus stops. Monthly pass holders needing to pay the Transbay fare on a Dumbarton Express route can show their pass and pay the upgrade fare with cash.

Customers who show a VTA bus operator a valid SamTrans monthly pass receive a local fare credit when boarding a VTA Local or Limited Stop bus in Palo Alto. The paper SamTrans monthly pass also qualifies customers for partial fare credit and upgrades for Express Bus service in the city of Palo Alto, as well as discounts on the Adult Day Pass and Adult Express Day Pass that can be purchased on a VTA bus. Customers can pay the upgrade fare with cash after showing the VTA bus operator their paper pass.

Additional Benefits
SamTrans sells a prorated Local/SF Pass at SamTrans headquarters or by mail. Customers can pay $72 for a current pass between the 8th and 14th of the month and $48 between the 15th and 21st of the month.

Post-Transition: Clipper Local/SF Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product.

Cost and Means of Procurement
The SamTrans Local/SF Pass can be loaded onto an adult Clipper card. Prior to the launch of Clipper in June 2010 the adult Clipper card cost $5, but since then it has been free. The cost of the Local/SF Pass remains the same, $96. The Clipper Local/SF Pass costs $96. Customers can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals.

There is a vending window associated with the sale of the Local/SF Pass. A Local/SF Pass for a particular calendar month becomes available for sale on the 21st of the preceding month. The vending window for a pass closes on the 9th day of the validity month.

Riding Privileges

The Local/SF Pass is a monthly pass that is valid for unlimited rides on all SamTrans' Local routes, including Routes 292, 391 and 397 in and out of San Francisco during the month for which it is issued.

The Local/SF Pass can also be used for a fare credit on an Express route (KX) in and out of San Francisco. Customer disembarking from the KX in San Francisco can either pay the upgrade fare with cash value on their Clipper cards, actual cash or another accepted fare instrument (i.e., SamTrans tokens or change cards). However, if a customer is taking Routes KX out of San Francisco, the customer must have enough cash value on his or her Clipper card to pay the upgrade fare or the Local/SF Pass will not count as a fare credit. In this situation, the customer would need to pay the full Express fare using cash or another accepted fare instrument.

Transfer Benefits

The Clipper Local/SF Pass may be accepted as a transfer or fare credit on other transit agencies that accept Clipper. Since the Clipper system is unable to identify if a customer is boarding at a "shared stop" as with the paper pass system, inter-agency discounts are no longer restricted by geographic location. Customers with the Clipper SamTrans Local/SF Passes will be able to ride for free on all VTA Local bus, Limited Stop bus, bus rapid transit, community bus and light rail vehicles when they tag a VTA card reader within two hours of tagging a SamTrans card reader. Customers who transfer from SamTrans to a VTA Express bus within two hours of first tagging will need to have enough cash value on their Clipper card to pay the upgrade fare. If a Clipper card does not have sufficient cash value on it, the customer will have to pay the entire VTA Express bus fare with cash or another accepted fare instrument. When the VTA Day Pass Accumulator is implemented on Clipper in January 2012, fare credits given as part of transfers from other agencies shall be accumulated towards a Day Pass (along with any upgrade fare that is paid.)

MTC has been working to implement a transfer credit arrangement for SamTrans monthly pass holders transferring to Dumbarton Express routes since April 2011. The transfer arrangement will be in place by the end of January 2012. At that time, a customer with a SamTrans Local/SF Pass will receive a transfer credit equivalent to the Dumbarton Express local fare within two hours of tagging a SamTrans card reader. Customers who have to pay the Dumbarton Express Transbay fare for a trip will need to have cash value on their Clipper cards in order to pay the upgrade fare. Otherwise, the customer will need to pay the entire Transbay fare with cash.

(Changes in) Additional Benefits

Customers cannot upgrade their SamTrans Local/SF Pass to be accepted on Muni (with the addition of a discounted sticker.) Customers who want unlimited travel on Muni during a calendar month will need to purchase a Muni-Only Pass for $62 for their Clipper card. Although this option costs $5 more than the sticker currently offered by SamTrans, the Muni-Only Pass is not equivalent in value to the upgrade sticker. The full pass adds a 3-day grace period beyond the end of the calendar month for which it was issued, and it also gives customers access to unlimited cable car rides during the pass validity period (a single cable car ride costs six dollars). The Muni-Only Pass is available through all the same channels as the Clipper Local/SF Pass.

Prorated Local/SF Passes are not available with Clipper.[5]

The key variables in comparing these two versions of the Local/SF Pass are summarized below.

Table 6: Summary of Changes for Local/SF Pass Transition

Fare Product Features	Pre-Transition: Paper Local/SF Pass	Post-Transition: Local/SF Pass on Clipper
Cost of the Product	$96	$96
Riding Privileges	Valid entire month on Local and Local/SF routes; fare credit on Express route	Valid entire month on Local and Local/SF routes; fare credit on Express route
Transfer Benefits	Dumbarton Express, VTA	Dumbarton Express – in place January 2012; VTA - changed
In-Person Access	26 vendors in 11 cities	Analysis below
Other Ways to Access	By mail	Mail, online, Autoload, phone
Additional Benefits	Prorated passes, upgrade to Muni sticker	Not available
Options for Disadvantaged Patrons	None	None

3. Express Pass

Pre-Transition: Express Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product. Currently, fewer than 50 Express passes are purchased each month.

Cost and Means of Procurement
Adult customers are able to obtain an Express Pass for $165 in person or by mail between the 21st of the prior month and the 7th day of the pass validity month. The Express Pass is sold by 21 third-party vendors in 10 communities within the SamTrans service area.

Customers also can purchase the pass at the SamTrans headquarters in San Carlos or they can submit a ticket order form to SamTrans in order to have a paper Express Pass mailed to them. Customers can obtain the ticket order form through the SamTrans website or by calling the SamTrans Customer Service Center.

Riding Privileges
SamTrans accepts the paper Express Pass for payment of an adult fare on all Local and Express routes, including those traveling in and out of San Francisco. The SamTrans paper Express Pass is valid for unlimited rides on all SamTrans routes during the month for which it is issued.

[5] SamTrans currently sells approximately 75 prorated passes, for all fare categories, per month. This represents roughly 0.7% of its overall monthly pass sales.

Transfer Benefits
The SamTrans Express Pass also can be used for a fare credit on other transit operator services. Dumbarton Express operators accept SamTrans monthly passes as a local fare credit or partial fare credit for a Transbay fare at shared SamTrans and Dumbarton Express bus stops. Monthly pass holders needing to pay the Transbay fare on a Dumbarton Express route can show their pass and pay the upgrade fare with cash.

Customers who show a VTA bus operator a valid SamTrans monthly pass receive a local fare credit when boarding a VTA Local or Limited Stop bus in Palo Alto. The paper SamTrans monthly pass also qualifies customers for partial fare credit and upgrades for Express Bus service in the city of Palo Alto, as well as discounts on the Adult Day Pass and Adult Express Day Pass that can be purchased on a VTA bus. Customers can pay the upgrade fare with cash after showing the VTA bus operator their paper pass.

Additional Benefits
Customers who purchase an Express Pass also have the option of purchasing a Muni sticker that can be affixed to their paper SamTrans pass. Customers can show their valid monthly pass with the sticker to Muni vehicle operators and station agents for unlimited rides on all Muni services except the cable car. The sticker costs $57 and is available at select ticket outlets. Most SamTrans vendors in San Francisco and Daly City sell the sticker, but the sticker is not available at all the locations where the Express Pass is sold.

SamTrans sells a prorated Express Pass at SamTrans headquarters or by mail. Customers can pay $123.75 for a current pass between the 8th and 14th of the month and $82.50 between the 15th and 21st of the month.

Post-Transition: Clipper Express Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product.

Cost and Means of Procurement
The SamTrans Express Pass can be loaded onto an adult Clipper card. Prior to the launch of Clipper in June 2010 the adult Clipper card cost $5, but since then it has been free. The cost of the Express Pass remains the same, $165. Customers can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals.

There is a vending window associated with the sale of the Express Pass. An Express Pass for a particular calendar month becomes available for sale on the 21st of the preceding month. The vending window for a pass closes on the 9th day of the validity month.

Riding Privileges
The Express Pass is a monthly pass that is valid for unlimited rides on all SamTrans' Local and Express routes, including routes in and out of San Francisco.

Transfer Benefits

The Clipper Express Pass may be accepted as a transfer or fare credit on other transit agencies that accept Clipper. Since the Clipper system is unable to identify if a customer is boarding at a "shared stop" as with the paper pass system, inter-agency discounts are no longer restricted by geographic location. Customers with the Clipper SamTrans Express Passes will be able to ride for free on all VTA Local bus, Limited Stop bus, bus rapid transit, community bus and light rail vehicles when they tag a VTA card reader within two hours of tagging a SamTrans card reader. Customers who transfer from SamTrans to a VTA Express bus within two hours of first tagging will need to have enough cash value on their Clipper card to pay the upgrade fare. If a Clipper card does not have sufficient cash value on it, the customer will have to pay the entire VTA Express bus fare with cash or another accepted fare instrument. When the VTA Day Pass Accumulator is implemented on Clipper in January 2012, fare credits given as part of transfers from other agencies shall be accumulated towards a Day Pass (along with any upgrade fare that is paid.)

MTC has been working to implement a transfer credit arrangement for SamTrans monthly pass holders transferring to Dumbarton Express routes since April 2011. The transfer arrangement will be in place by the end of January 2012. At that time, a customer with a SamTrans Express Pass will receive a transfer credit equivalent to the Dumbarton Express local fare within two hours of tagging a SamTrans card reader. Customers who have to pay the Dumbarton Express Transbay fare for a trip will need to have cash value on their Clipper cards in order to pay the upgrade fare. Otherwise, the customer will need to pay the entire Transbay fare with cash.

(Changes in) Additional Benefits

Customers cannot upgrade their SamTrans Express Pass to be accepted on Muni (with the addition of a discounted sticker.) Customers who want unlimited travel on Muni during a calendar month will need to purchase a Muni-Only Pass for $62 for their Clipper card. Although this option costs $5 more than the sticker currently offered by SamTrans, the Muni-Only Pass is not equivalent in value to the upgrade sticker. The full pass adds a 3-day grace period beyond the end of the calendar month for which it was issued, and it also gives customers access to unlimited cable car rides during the pass validity period (a single cable car ride costs six dollars). The Muni-Only Pass is available through all the same channels as the Clipper Express Pass.

Prorated Express Passes are not available with Clipper.[6]

The key variables in comparing these two versions of the Express Pass are summarized below.

[6] SamTrans currently sells approximately 75 prorated passes, for all fare categories, per month. This represents roughly 0.7% of its overall monthly pass sales.

Table 7: Summary of Changes for Express Pass Transition		
Fare Product Features	**Pre-Transition: Paper Express Pass**	**Post-Transition: Express Pass on Clipper**
Cost of the Product	$165	$165
Riding Privileges	Valid entire month on all routes	Valid entire month on all routes
Transfer Benefits	Dumbarton Express, VTA	Dumbarton Express - in place January 2012; VTA - changed
In-Person Access	21 vendors in 10 cities	Analysis below
Other Ways to Access	By mail	Mail, online, Autoload, phone
Additional Benefits	Prorated passes, upgrade to Muni sticker	Not available
Options for Disadvantaged Patrons	None	None

Potentially Adverse Effects of the Adult Pass Transitions

As tables 5, 6, and 7 demonstrate, the cost of the Local, Local/SF, and Express passes and the riding privileges they provide do not change in the transition to Clipper. Moreover, Clipper affords riders increased methods of accessing the product in the form of online and Autoload purchasing. The transition to Clipper does remove the ability to buy prorated passes and Muni upgrade stickers, but the full Muni Fast Pass that patrons will be able to buy is of greater value (3 additional days of pass validity and unlimited use of the cable cars). Clipper increases the patron's ability to receive transfer credit on multiple operators, and the Dumbarton Express transfer credit will be implemented by the end of January 2012.

SamTrans staff conducted an extensive public outreach program to notify customers and the community of these proposed changes and to solicit their input. The notification process included four community meetings (Daly City, East Palo Alto, Half Moon Bay and San Carlos), bilingual newspaper notices, a news release, bilingual onboard messages, Facebook postings, Tweets, a presentation to the SamTrans Citizens Advisory Committee (CAC) and a public hearing at the September 14 Board of Directors meeting. Information regarding the proposal was posted to the SamTrans website, which allows readers to translate it into dozens of languages. Customers and the public were able to provide input at the community meetings, via a unique e-mail address, through the postal service, and with a call to the Customer Service Center. Eleven comments were received from the public and the CAC.

Furthermore, the safety net that SamTrans already has in place to address the needs of its most disadvantaged riders in the form of significant social service distribution of the Local Pass will remain intact after the transition to Clipper occurs.

As mentioned above, the adult Clipper card is currently free, but MTC has proposed implementing a card acquisition fee of $3 with a minimum load of $2 in the near future. The proposed $3 cost of the adult Clipper card as well as the Clipper retail (in-person) distribution network will be discussed separately in this report.

Eligible Discount (senior/disabled) Pass

Eligible Discount Pass Ridership Profile

In order to determine who will be impacted by the Eligible Discount Pass transition, the monthly pass survey responses were cross tabulated with the senior, Medicare cardholder, and disabled fare categories. The results of this analysis are in Table 8.

Table 8: Demographic Characteristics of Eligible Discount Survey Users

Income Level	Percent of Responses	Minority Status	Percent of Responses
Low-Income	63%	Minority	53%
Higher Income	9%	Non-Minority	36%
No Response	29%	No Response	11%
Total	101% (rounding)	Total	100%

The analysis indicates that the majority of Eligible Discount Pass users are low-income (63%) and minority (53%).

Pre-Transition: Paper Eligible Discount Pass Program

Eligibility and Usage
The paper Eligible Discount Pass can be used by persons with disabilities, seniors (65 years or older), and Medicare cardholders. Currently, roughly 2,400 Eligible Discount passes are distributed each month.

Cost and Means of Procurement
Customers are able to obtain an Eligible Discount Pass for $25 in person or by mail between the 21st of the prior month and the 7th day of the pass validity month. The pass is available from 53 third-party vendors in 16 cities within the SamTrans service area.

Customers also can purchase the pass at the SamTrans headquarters in San Carlos or they can submit a ticket order form to SamTrans in order to have a paper Eligible Discount Pass mailed to them. Customers can obtain the ticket order form through the SamTrans website or by calling the SamTrans Customer Service Center.

Riding Privileges
The Eligible Discount Pass is valid for unlimited rides on all of SamTrans' Local and Express routes during the month for which it is issued.

Transfer Benefits
The paper Eligible Discount Pass can be used for a fare credit on other transit operator services. Dumbarton Express operators accept SamTrans monthly passes as a local fare credit or partial fare credit for a Transbay fare at shared SamTrans and Dumbarton Express bus stops. Monthly pass holders needing to pay the Transbay fare on a Dumbarton Express route can show their pass and pay the Transbay Upgrade fare ($1.05) with cash.

Customers who show a VTA bus operator a valid SamTrans monthly pass receive a local fare credit when boarding a VTA bus in Palo Alto. The paper SamTrans monthly pass also qualifies customers for a $1 discount on the VTA Senior/Disabled Day Pass that can be purchased on a VTA bus.

Additional Benefits

SamTrans sells a prorated Eligible Discount Pass at SamTrans headquarters or by mail. Customers can pay $18.75 for a current pass between the 8th and 14th of the month and $12.50 between the 15th and 21st of the month.

Options for Socio-Economically Disadvantaged Riders

A small number of these passes are purchased by social service agencies from SamTrans and distributed for free or at a discount to their clients.

Post-Transition: Clipper Eligible Discount Pass Program

Eligibility and Usage

The SamTrans Eligible Discount Pass can be loaded onto either a senior or an RTC Clipper card. Medicare cardholders must obtain an RTC Clipper card per the RTC program's policies in order to load an Eligible Discount Pass.

Cost and Means of Procurement

With Clipper, there are two steps to the process of obtaining this fare product:

1. Apply for a senior or RTC Clipper card – one-time
2. Load and reload the pass onto the card as needed - ongoing

Regarding the application process, senior patrons have two options: to obtain a senior Clipper card or an RTC Clipper card. Disabled patrons must apply for an RTC Clipper card in order to obtain the desired discount. Since the RTC application process does not change in the transition to Clipper, the focus in this analysis is on the senior Clipper card procurement process.

Seniors will now have to submit an application for a senior Clipper card in person so that eligibility can be verified. Within the SamTrans service area, this can be done at the SamTrans headquarters in San Carlos. Outside of the service area but in proximity to SamTrans service stops, there are two Clipper Customer Service Centers in downtown San Francisco. Additional enrollment opportunities will be discussed separately in this report. Upon submission of the senior card application, patrons receive the card immediately.

The senior Clipper card is free. The cost of the Eligible Discount Pass remains the same, $25. Once a customer has a senior or RTC Clipper card, they can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals.

Riding Privileges
The Clipper Eligible Discount Pass is a monthly pass that is valid for unlimited rides on all SamTrans' Local and Express routes during the month for which it is issued.

There is a vending window associated with the sale of the Clipper Eligible Discount Pass. An Eligible Discount Pass for a particular calendar month becomes available for sale on the 21st of the preceding month. The vending window for a pass closes on the 9th day of the validity month.

Transfer Benefits
The Clipper Eligible Discount Pass may be accepted as a transfer or fare credit on other transit agencies that accept Clipper. Since the Clipper system is unable to identify if a customer is boarding at a "shared stop" as with the paper pass system, inter-agency discounts are no longer restricted by geographic location. SamTrans Eligible Discount Pass customers can ride for free on all VTA services if they tag a VTA card reader within two hours of tagging a card reader on a SamTrans bus. When the VTA Day Pass Accumulator is implemented on Clipper in January 2012, fare credits given as part of transfers from other agencies shall be accumulated towards a Day Pass (along with any upgrade fare that is paid.)

MTC has been working to implement a transfer credit arrangement for SamTrans monthly pass holders transferring to Dumbarton Express routes since April 2011. The transfer arrangement will be in place by the end of January 2012. At that time, a customer with a SamTrans Eligible Discount Pass will receive a transfer credit equivalent to the Dumbarton Express local fare within two hours of tagging a card reader on a SamTrans bus. Customers who have to pay the Dumbarton Express Transbay fare for a trip will need to have cash value on their Clipper cards in order to pay the upgrade fare ($1.05). Otherwise, the customer will need to pay the entire Transbay fare ($2.10) with cash.

(Change in) Additional Benefits
Prorated Eligible Discount Passes are not available with Clipper.[7]

The key variables in comparing these two versions of the Eligible Discount Pass are summarized in Table 9.

[7] SamTrans currently sells approximately 75 prorated passes, for all fare categories, per month. This represents roughly 0.7% of its overall monthly pass sales.

Table 9: Summary of Changes for Eligible Discount Pass Transition		
Fare Product Features	**Pre-Transition: Paper Eligible Discount Pass**	**Post-Transition: Eligible Discount Pass on Clipper**
Cost of the Product	$25	$25
Riding Privileges	Valid entire month on all routes	Valid entire month on all routes
Transfer Benefits	Dumbarton Express, VTA	Dumbarton Express - in place January 2012; VTA - changed
In-Person Access	53 vendors in 16 cities	Analysis below
Other Ways to Access	By mail	Mail, online, Autoload, phone
Additional Benefits	Prorated passes	Prorated passes not available
Procurement Process	One step	Two steps
Options for Disadvantaged Patrons	Some passes distributed at a discount or free	Some passes distributed at a discount or free (in paper form)

Potentially Adverse Effects of the Eligible Discount Pass Transition

As Table 9 demonstrates, the cost of the Eligible Discount Pass and the riding privileges it provides do not change in the transition to Clipper. Moreover, Clipper affords riders increased methods of accessing the product in the form of online and Autoload purchasing. The transition to Clipper does remove the ability to buy prorated passes and it adds a step to the procurement process in the form of the application procedure to acquire a senior or RTC Clipper card. However, after that initial step is completed, the ability to reload the card with the Eligible Discount Pass product is greatly enhanced.

Clipper also increases the patron's ability to receive transfer credit on multiple operators, and the Dumbarton Express transfer credit will be implemented by the end of January 2012.

Changes to the retail availability of the fare product will be discussed later in this report.

Youth Pass

Youth Pass Ridership Profile

In order to determine who will be impacted by the Youth Pass transition, the monthly pass survey responses were cross-tabulated with the youth fare category responses. The results of this analysis are in Table 10.

Table 10: Demographic Characteristics of Youth Pass Survey Users			
Income Level	**Percent of Responses**	**Minority Status**	**Percent of Responses**
Low-Income	66%	Minority	77%
Higher Income	19%	Non-Minority	15%
No Response	16%	No Response	9%
Total	101% (rounding)	Total	101% (rounding)

The analysis indicates that the vast majority of Youth Pass users are low-income (66%) and minority (77%). However, a caveat is that slightly more than half of these passes are acquired by youth for free or at a significant discount, and those passes are not being required to transition to Clipper. Since the survey responses did not distinguish between patrons paying full price for the pass versus patrons receiving it at a discount, the demographic profile presented here may not be truly reflective of the demographic characteristics of the patrons who will be impacted by the transition to Clipper.

Pre-Transition: Paper Youth Pass Program

Eligibility and Usage

Patrons 17 years and younger are eligible to use the Youth Pass. Currently, approximately 4,500 youth passes are distributed each month.

Cost and Means of Procurement

Customers are able to obtain a Youth Pass for $36 in person or by mail between the 21st of the prior month and the 7th day of the pass validity month. Several schools and school districts distribute the passes in addition to 50 additional sales outlets in 19 cities within the SamTrans service area.

Customers also can purchase the pass at the SamTrans headquarters in San Carlos or they can submit a ticket order form to SamTrans in order to have a paper Youth Pass mailed to them. Customers can obtain the ticket order form through the SamTrans website or by calling the SamTrans Customer Service Center.

Riding Privileges

The Youth Pass is valid for unlimited rides on all of SamTrans' Local and Express routes during the month for which it is issued.

Transfer Benefits

The Youth Pass can be used for a fare credit on other transit operator services. Dumbarton Express operators accept SamTrans monthly passes as a local fare credit or partial fare credit for a Transbay fare at shared SamTrans and Dumbarton Express bus stops. Monthly passholders needing to pay the Transbay fare on a Dumbarton Express route can show their pass and pay the Transbay Upgrade fare ($1.05) with cash.

Customers who show a VTA bus operator a valid SamTrans monthly pass receive a local fare credit when boarding a VTA bus in Palo Alto. The paper SamTrans monthly pass also qualifies customers for a $1.75 discount on the VTA Youth Day Pass that can be purchased on a VTA bus.

Additional Benefits

SamTrans sells a prorated standard Youth Pass at SamTrans headquarters or by mail. Customers can pay $27.00 for a current pass between the 8th and 14th of the month and $18.00 between the 15th and 21st of the month.

Options for Socio-Economically Disadvantaged Riders

Approximately half of Youth passes are distributed for free or at a discount through one of two distribution channels: 1), some social service agencies purchase Youth Passes from SamTrans and distribute them for free or at a discount to their clients; 2), SamTrans offers a discounted paper Youth Pass through schools. This pass has the same appearance and functionality of the standard $36 Youth Pass, but it costs $22. SamTrans sells the passes to public school districts, which administer the "Needy Family" Youth Pass program and distribute the pass to qualified low-income students using the same eligibility criteria as the school lunch program.

Post-Transition: Clipper Youth Pass Program

Eligibility and Usage

Patrons 17 years and younger are eligible to use the Clipper form of the Youth Pass.

Cost and Means of Procurement

With Clipper, there are two steps required to obtain this fare product:

1. Acquire a youth Clipper card – one-time
2. Load and reload the pass onto the card as needed – ongoing

Youth patrons (or their parents or guardians) must first apply for a youth Clipper card. Within the SamTrans service area, this can be done at the SamTrans headquarters in San Carlos. Outside of the service area but in proximity to SamTrans service stops, there are two Clipper Customer Service Centers in downtown San Francisco. Additional enrollment opportunities will be discussed separately in this report. Upon submission of the youth card application, patrons can expect to receive their card by mail within 2 weeks.

The Clipper youth card is free. The cost of the Youth Pass remains the same, $36. After obtaining a youth Clipper card, customers can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals.

There is a vending window associated with the sale of the Clipper Youth Pass. A Youth Pass for a particular calendar month becomes available for sale on the 21st of the preceding month. The vending window for a pass closes on the 9th day of the validity month.

Riding Privileges
The Clipper Youth Pass is a monthly pass that is valid for unlimited rides on all SamTrans' Local and Express routes during the month for which it is issued.

Transfer Benefits
The Clipper Youth Pass may be accepted as a transfer or fare credit on other transit agencies that accept Clipper. Since the Clipper system is unable to identify if a customer is boarding at a "shared stop" as with the paper pass system, inter-agency discounts are no longer restricted by geographic location. SamTrans Youth Pass customers can ride for free on all VTA services if they tag a VTA card reader within two hours of tagging a card reader on a SamTrans bus. When the VTA Day Pass Accumulator is implemented on Clipper in January 2012, fare credits given as part of transfers from other agencies shall be accumulated towards a Day Pass (along with any upgrade fare that is paid.)

MTC has been working to implement a transfer credit arrangement for SamTrans monthly pass holders transferring to Dumbarton Express routes since April 2011. The transfer arrangement will be in place by the end of January 2012. At that time, a customer with a SamTrans Youth Pass will receive a transfer credit equivalent to the Dumbarton Express local fare within two hours of tagging a card reader on a SamTrans bus. Customers who have to pay the Dumbarton Express Transbay fare for a trip will need to have cash value on their Clipper cards in order to pay the upgrade fare ($1.05). Otherwise, the customer will need to pay the entire Transbay fare ($2.10) with cash.

(Change in) Additional Benefits
Prorated Youth Passes are not available with Clipper.[8]

The key variables in comparing these two versions of the Youth Pass are summarized below.

Table 11: Summary of Changes for Youth Pass Transition

Fare Product Features	Pre-Transition: Paper Youth Pass	Post-Transition: Youth Pass on Clipper
Cost of the Product	$36	$36
Riding Privileges	Valid entire month	Valid entire month
Transfer Benefits	Dumbarton Express, VTA	Dumbarton Express - in place January 2012; VTA - changed
In-Person Access	50 vendors in 19 cities, plus schools	Analysis below
Other Ways to Access	By mail	Mail, online, Autoload, phone
Additional Benefits	Prorated passes	Not available
Procurement Process	One step	Two steps
Options for Disadvantaged Patrons	½ of passes distributed as Needy Family Pass - discounted	½ of passes distributed as Needy Family Pass – discounted (in paper form)

[8] SamTrans currently sells approximately 75 prorated passes, for all fare categories, per month. This represents roughly 0.7% of its overall monthly pass sales.

Potentially Adverse Effects of the Youth Pass Transition

As Table 11 demonstrates, the cost of the Youth Pass and the riding privileges it provides do not change in the transition to Clipper. Moreover, Clipper affords riders increased methods of accessing the product in the form of online and Autoload purchasing. The transition to Clipper does remove the ability to buy prorated passes and it adds a step to the procurement process in the form of the application procedure to acquire a youth Clipper card. However, after that initial step is completed, the ability to reload the card with the Youth Pass product is greatly enhanced.

Clipper also increases the patron's ability to receive transfer credit on multiple operators, and the Dumbarton Express transfer credit will be implemented by the end of January 2012.

Finally, the social safety net that SamTrans already has in place to address the needs of its most vulnerable riders in the form of significant social service distribution of the Youth Pass through the Needy Family program will remain intact after the transition to Clipper occurs.

Changes to the in-person availability of the fare product will be discussed in the next section of this report.

Issues Applicable to Multiple Fare Products

Retail Network Distribution Analysis

As noted above, the change in in-person accessibility to the fare product requires closer examination. All five fare products are analyzed herein. For the senior/disabled and youth passes, this analysis refers only to the reloading of the product onto the Clipper card, and not to the initial acquisition of the card.

First, predominantly low-income and minority census tracts within SamTrans' service area were identified. Utilizing the definitions and methodology in **Appendix D**, census tracts that were above the average for the service area for both low-income and minority concentrations were labeled predominantly low-income and minority, and are the cities listed in each of the tables below.

Then, SamTrans bus stops within these census tracts were noted, and ¼, ½, and ¾ mile buffers were drawn around these stops. Finally, the numbers of paper fare product vendors within these three buffers were compared to the number of Clipper vendors within these three buffers.

A few notes regarding this analysis: One, the availability of SamTrans paper products varies by fare product, so there are five pass-specific tables displaying this analysis. Two, the Clipper vendors sell all products, so the numbers of Clipper vendors listed within each of these buffers remain constant for each table. Finally, the numbers in the ½ and ¾ mile radii are cumulative.

Table 12: Distribution Comparison of Paper and Clipper Local Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Local Vendors 1/4 mile**	**Paper Local Vendors 1/2 mile**	**Paper Local Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Atherton*	0	0	0	1	3	3
Colma	3	3	3	3	3	3
Daly City	5	6	6	7	10	10
East Palo Alto	3	4	5	3	5	5
Menlo Park	0	1	2	0	0	1
Millbrae	1	1	2	2	2	4
Pacifica	0	0	0	0	0	0
Redwood City	3	3	3	3	5	6
San Bruno	1	2	4	1	2	2
San Mateo	2	3	4	2	2	2
South San Francisco	3	4	5	2	3	3

*Although Atherton is traditionally known as an affluent community, there is a census tract that meets the criteria within its city limits.

Prioritizing access within the ¼ mile zone, it would appear that South San Francisco would benefit from an additional Clipper vendor within that ¼ mile radius. It should be noted, however, that the regional retail distribution goal is not to have one-to-one coverage between the paper vendors and Clipper vendors, but to ensure that there are sufficient vendors in low-income and minority communities that are convenient to transit routes and stops.

For many of the other areas in the list, Clipper enhances patrons' in-person access to the fare product.

A map of this analysis is included at **Appendix E**.

Table 13: Distribution Comparison of Paper and Clipper Local/SF Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Local-SF Vendors 1/4 mile**	**Paper Local-SF Vendors 1/2 mile**	**Paper Local-SF Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Atherton	0	0	0	1	3	3
Colma	2	2	2	3	3	3
Daly City	2	3	3	7	10	10
East Palo Alto	1	1	1	2	5	5
Menlo Park	0	0	1	0	0	1
Millbrae	1	1	2	2	2	4
Pacifica	0	0	0	0	0	0
Redwood City	0	0	0	4	6	7
San Bruno	1	2	4	1	2	2
San Mateo	0	0	0	2	3	3
South San Francisco	3	4	5	2	3	3

For the Local/SF Pass vendors, it would again appear that South San Francisco would benefit from an additional Clipper vendor within the ¼ mile radius. For the remainder of these communities, Clipper enhances in-person availability of the fare product.

A map of this analysis is included at **Appendix F**.

Table 14: Distribution Comparison of Paper and Clipper Express Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Express Vendors 1/4 mile**	**Paper Express Vendors 1/2 mile**	**Paper Express Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Atherton	0	0	0	1	3	3
Colma	0	0	0	2	2	2
Daly City	1	1	1	7	10	10
East Palo Alto	1	1	1	3	6	6
Menlo Park	0	0	0	0	0	1
Millbrae	1	1	2	2	2	4
Pacifica	0	0	0	0	0	0
Redwood City	1	1	1	4	6	7
San Bruno	1	2	3	1	2	2
San Mateo	0	0	0	2	3	3
South San Francisco	0	1	1	2	3	3

For the Express Pass, Clipper significantly improves in-person accessibility to the fare product in all of these communities. A map of this analysis is attached at **Appendix G**.

Table 15: Distribution Comparison of Paper and Clipper Eligible Discount Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Eligible Discount Vendors 1/4 mile**	**Paper Eligible Discount Vendors 1/2 mile**	**Paper Eligible Discount Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Atherton	0	0	0	1	3	3
Colma	3	3	3	3	3	3
Daly City	5	6	6	7	10	10
East Palo Alto	3	4	5	3	6	6
Menlo Park	0	1	2	0	0	1
Millbrae	1	1	2	2	2	4
Pacifica	0	0	0	0	0	0
Redwood City	3	3	3	4	6	7
San Bruno	1	2	4	1	2	2
San Mateo	2	3	4	2	3	3
South San Francisco	4	6	7	2	3	3

For the Eligible Discount vendors, South San Francisco is a potential area to add a vendor, as the retail availability of the fare product goes from four locations supporting the paper pass to two Clipper locations.

In many of these other areas, Clipper improves in-person accessibility to the fare product.

A map of this analysis is included at **Appendix H**.

Table 16: Distribution Comparison of Paper and Clipper Youth Pass Vendors						
	Pre-Transition			**Post-Transition**		
Area/City	**Youth Vendors 1/4 mile**	**Youth Vendors 1/2 mile**	**Youth Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Atherton	0	1	1	1	3	3
Colma	3	4	5	3	3	3
Daly City	7	9	10	7	10	10
East Palo Alto	3	7	8	3	6	6
Menlo Park	0	1	2	0	0	1
Millbrae	1	1	3	2	2	4
Pacifica	0	1	1	0	0	0
Redwood City	6	7	9	4	6	7
San Bruno	1	2	5	1	2	2
San Mateo	2	3	4	2	3	3
South San Francisco	3	4	5	2	3	3

Finally, for the Youth Pass vendors, it again appears that South San Francisco would benefit from adding one vendor in its census tract identified as predominantly low-income and minority.

A map of this analysis is included at **Appendix I**.

In summary, in order to mitigate any potentially disparate impact to low-income and minority communities, the recommendation is to add an additional vendor in South San Francisco.

Adult Clipper Card Acquisition Fee

As mentioned earlier, the adult Clipper card is currently free, but prior to the regional roll-out of Clipper in June 2010, it carried an acquisition fee of $5. (Senior and youth cards are always free.) In order to address a variety of operational difficulties engendered by the waiving of the card fee, MTC has proposed and is currently considering instituting a $3 card fee plus the requirement of a two dollar minimum load upon first acquiring the card. Since this is a regional fee, and not one that is applied transit agency by transit agency, the Title VI implications of such a fee are being examined in a separate fare equity analysis in conjunction with the finalization of the Clipper Title VI Summary Report. In conjunction with that analysis, outreach is currently being performed to determine whether the fee would present a burden to low-income and minority individuals throughout the Bay Area. Regardless of what policy decision is arrived at in the future, the earliest implementation of a card fee would be spring 2012, which means that the card will remain free throughout SamTrans' fare media transition process.

Outreach

SamTrans and MTC have worked closely together to prepare SamTrans' ridership for the fare media transitions of these monthly passes. In anticipation of the fare media transition date of January 1, 2012, SamTrans and MTC will have conducted almost 90 outreach events between July and January 2012. These events have taken and will take place at transit hubs, community events, community centers, shopping malls, Walgreens locations (where Clipper is sold), Safeway locations (where paper fare products will no longer be sold), along heavily used bus routes, senior centers, and schools. A calendar of these events is attached at **Appendix J**.

Many of these events have multilingual street team staffing present (Spanish, Cantonese, Mandarin, Vietnamese and Korean) to assist with LEP patrons, as needed. MTC and SamTrans provided Spanish and Cantonese support at about 30 events. Assistance in Korean was available at over 15 events, while Mandarin and Vietnamese support was offered at about 10 events.

English, Spanish, and Chinese language samples of the materials produced for this outreach initiative are attached at **Appendix K**. Interior bus cards in Chinese have also been produced.

MTC also plans to send a letter to current RTC cardholders in the SamTrans service area during January 2012 that will provide additional information about how to use the Clipper features of their existing card.

Enrollment Opportunities for Youth and Seniors

Of the outreach events that SamTrans and MTC have conducted, approximately 37 of them have offered both seniors and youth an opportunity to submit an application for a Clipper card. An additional 15 events were held at locations that serve seniors and 6 events were geared towards accepting youth card applications. These enrollment opportunities have primarily consisted of holding sign-up events at senior and community centers, retailers, and transit hubs throughout the service area over a 7-month period. MTC and SamTrans scheduled events during varying hours and on weekends to supplement the normal SamTrans ticket office operating hours (Monday through Friday from 8:00 AM to 5:00 PM).

MTC and SamTrans have made efforts to engage individual schools and school districts to help get the word out to their students about the paper pass transition. SamTrans' focus has been on intermediate and high schools, in particular. SamTrans staff called schools and followed up with written materials addressed to district superintendents, school principals and their support staff. The written materials included a flyer that summarized the upcoming pass changes, a list of events where Youth applications would be accepted and a copy of the Youth card application. The flyer was provided in both English and Spanish. MTC also sent a letter to principals and school administrators on December 7, 2011, urging them to promote the public events where Youth card applications were being accepted or to serve as collection points directly.

The eligibility verification and enrollment process for youth and seniors is one that was requested and created by the transit operators, in an effort to reduce fraudulent use of these heavily discounted fare products. It is expected that the numerous events held to promote enrollment for discount category patrons will to support the initial fare media transitions. MTC

plans to engage transit agencies to define strategies to address long term support for eligibility verification and card issuance for discount cardholders.

Conclusion and Recommendations

Based on data gleaned from the passenger survey commissioned by SamTrans in 2009, all five of the fare products being transitioned to Clipper-only availability are used disproportionately by low-income and minority riders. Based on the foregoing analysis, there is a need to: add a Clipper vendor in South San Francisco to maintain comparable in-person access to the products post-transition; discuss, in collaboration with SamTrans, how to balance the legitimate business need to control fraudulent use of discounted products with ensuring access to those products; and continue monitoring the constantly evolving Clipper retail network with close attention paid to vendors in predominantly low-income and minority neighborhoods. Therefore, this report's recommendations are to:

- Add a Clipper vendor in South San Francisco;
- Work with SamTrans and other Clipper transit operators to assess the eligibility verification policy and distribution process of senior and youth Clipper cards; and,
- Continue to consider the needs of low-income and minority communities when modifying the Clipper retail network.

Appendix A

Map of Minority Population in SamTrans' Service Area

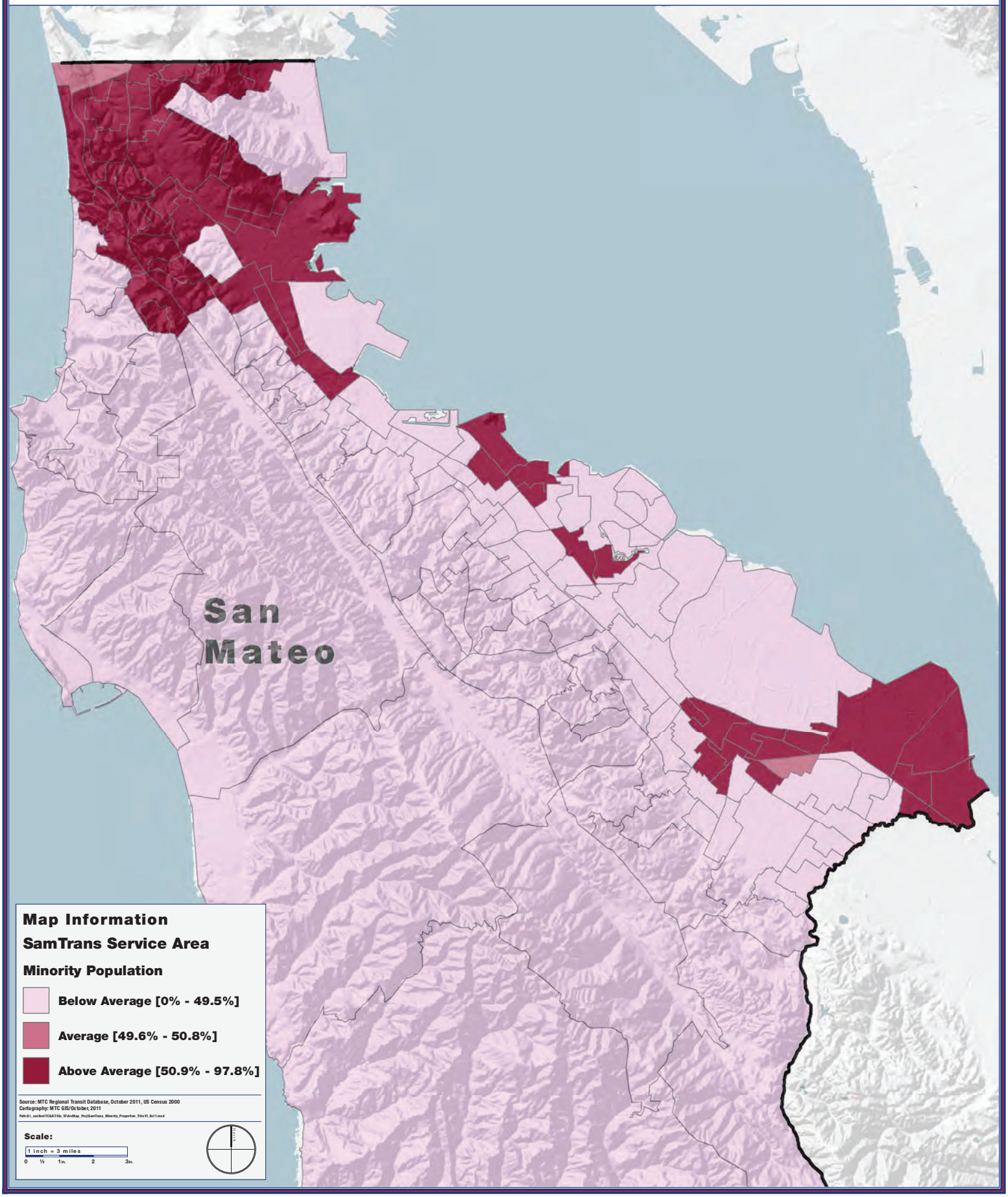
SamTrans Service Area Minority Population

Metropolitan Transportation Commission

Planning, Financing and Coordinating Transportation for the nine-county San Francisco Bay Area

Research and Demographic Unit

Geographic Information Systems Unit



Appendix B

Map of Low-Income Population in SamTrans' Service Area

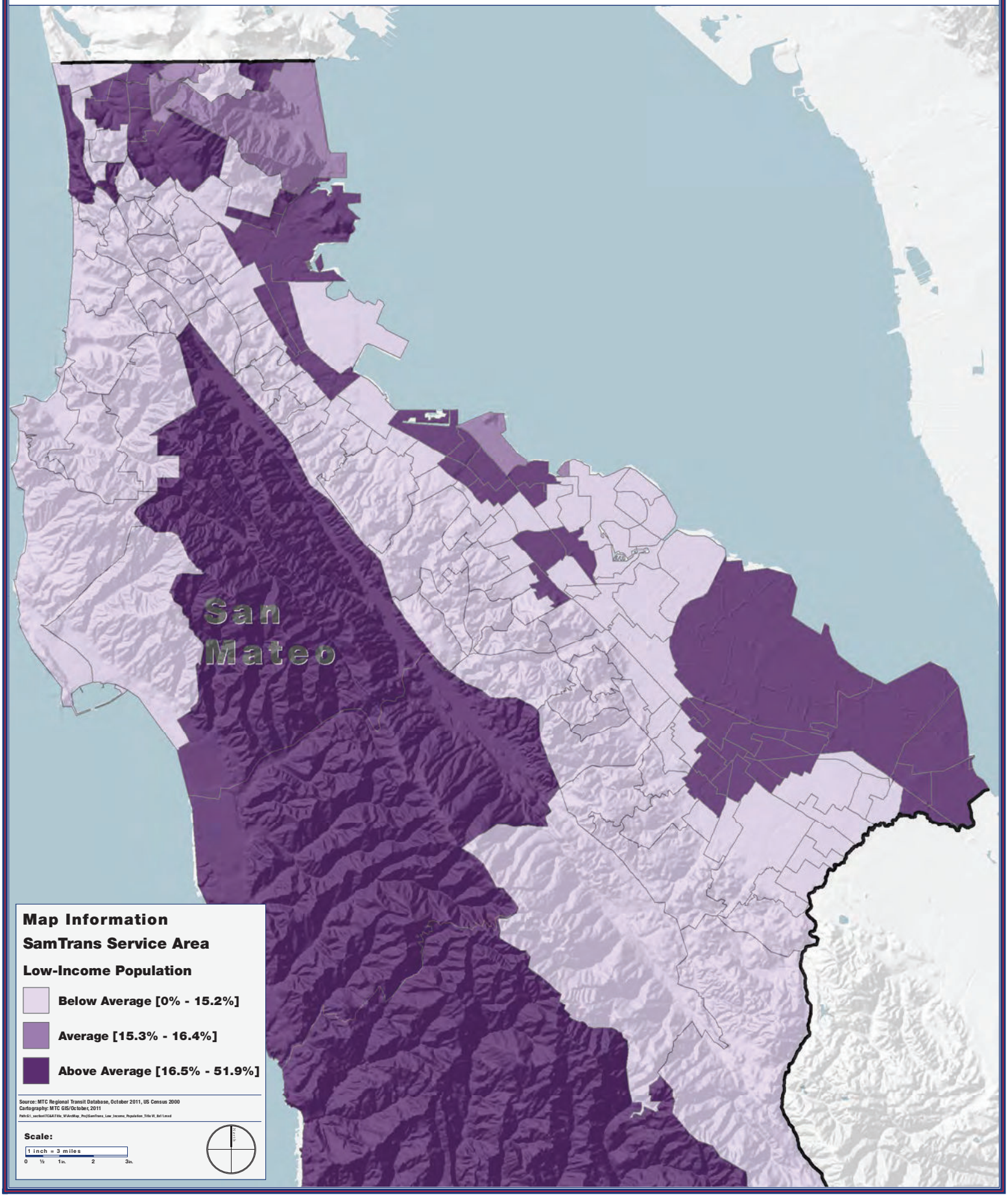
SamTrans Service Area Low-Income Population

Metropolitan Transportation Commission

Planning, Financing and Coordinating Transportation for the nine-county San Francisco Bay Area

Research and Demographic Unit

Geographic Information Systems Unit



Appendix C

Map of LEP Population in SamTrans' Service Area

SamTrans Service Area LEP Population

Metropolitan Transportation Commission

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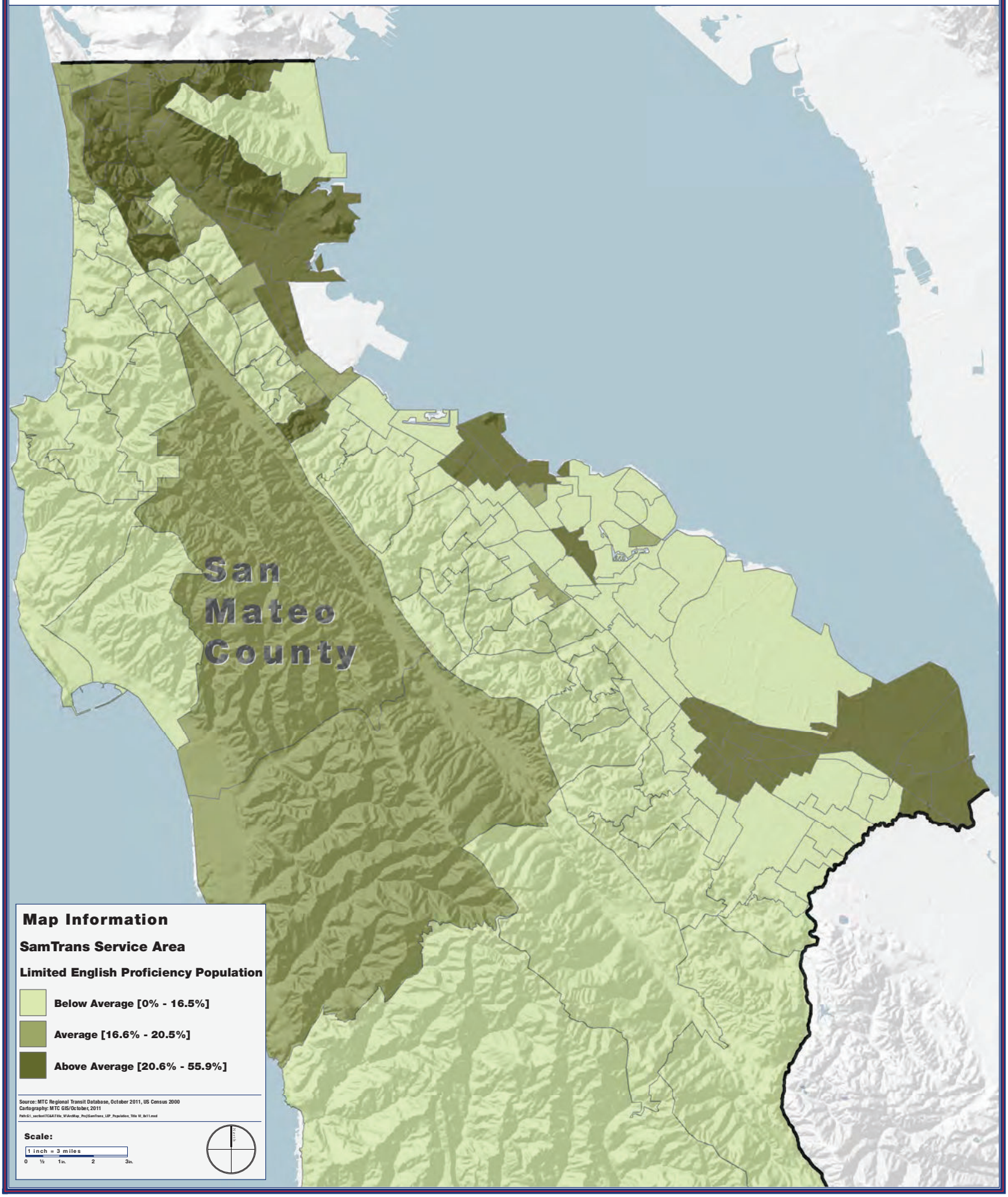
Research and Demographic Unit

Geographic Information Systems Unit



Appendix D

Definition of Demographic Characteristics

Low-income: The Title VI guidance defines low-income as applying to members of households that meet the federal poverty guideline as defined by the Department of Health and Human Services, which is currently $22,350. This is a national standard. Due to the high cost of living in the Bay Area, MTC as an agency and many of the transit operators that are within MTC's jurisdiction double this level to identify low-income status. That yields a low-income threshold of $44,700 for an average household size of four.

For the purposes of analyzing disproportionate impact of the various fare products, due to the reliance on survey data, the benchmark of $50,000 in household income (again, assuming four household members) is used because it corresponds to the cut-offs of survey data.

Minority: Any racial identity indicated other than white. The survey instrument used by SamTrans' consultant allowed for multiple responses so if a respondent answered white and any additional options, then that response was considered multi-racial and thus was coded as minority.

Limited English Proficiency (LEP): US Census 2000 asks respondents to indicate whether a language other than English is spoken in their household. For those respondents who answer this question affirmatively, there are four categories of spoken English language ability listed as options on the US Census form: very well, well, not well, and not at all. Per Title VI Circular 4702.1A, "LEP" status is accorded to US Census 2000 survey respondents who indicated that they speak English well, not well, and not at all.

Appendix E

Map of Local Pass Vendor Analysis

SamTrans Local Pass and Clipper Vendors in Predominantly Minority and Low-Income Areas

Metropolitan Transportation Commission
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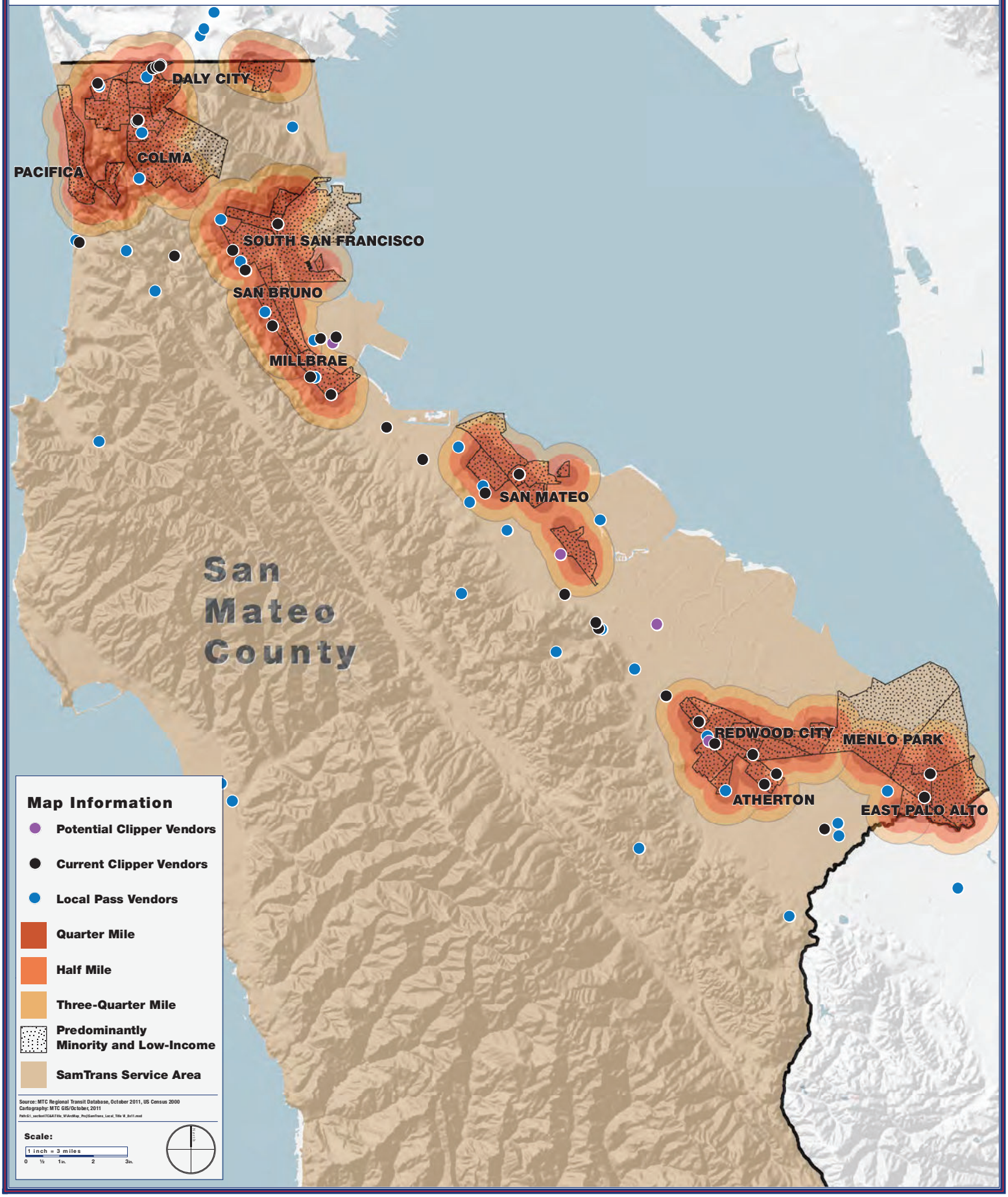
Research and Demographic Unit
Geographic Information Systems Unit



Appendix F

Map of Local/SF Pass Vendor Analysis

SamTrans Local/SF Pass and Clipper Vendors in Predominantly Minority and Low-Income Areas

Metropolitan Transportation Commission
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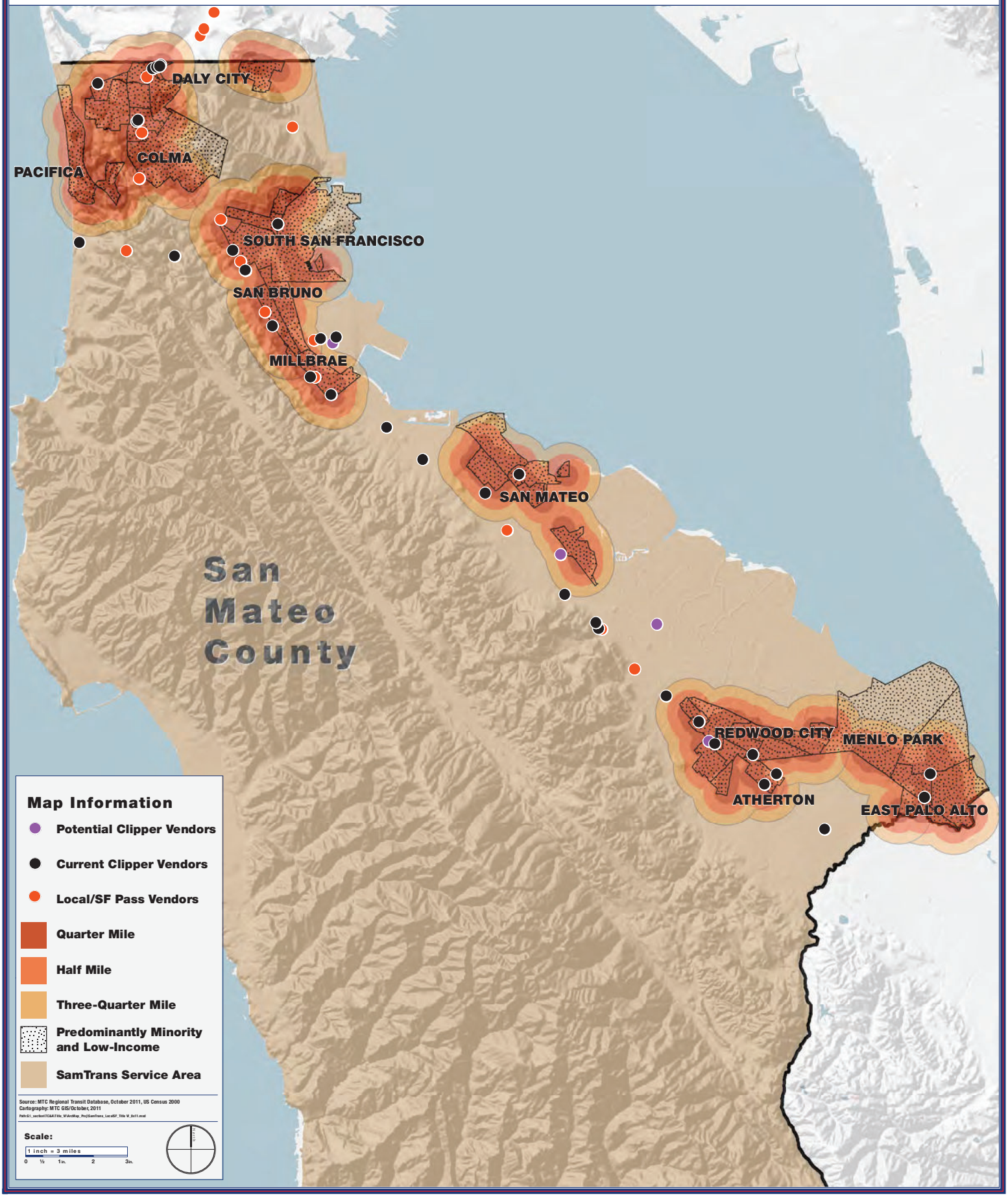
Research and Demographic Unit
Geographic Information Systems Unit



Appendix G

Map of Express Pass Vendor Analysis

SamTrans Express Pass and Clipper Vendors in Predominantly Minority and Low-Income Areas

Metropolitan Transportation Commission
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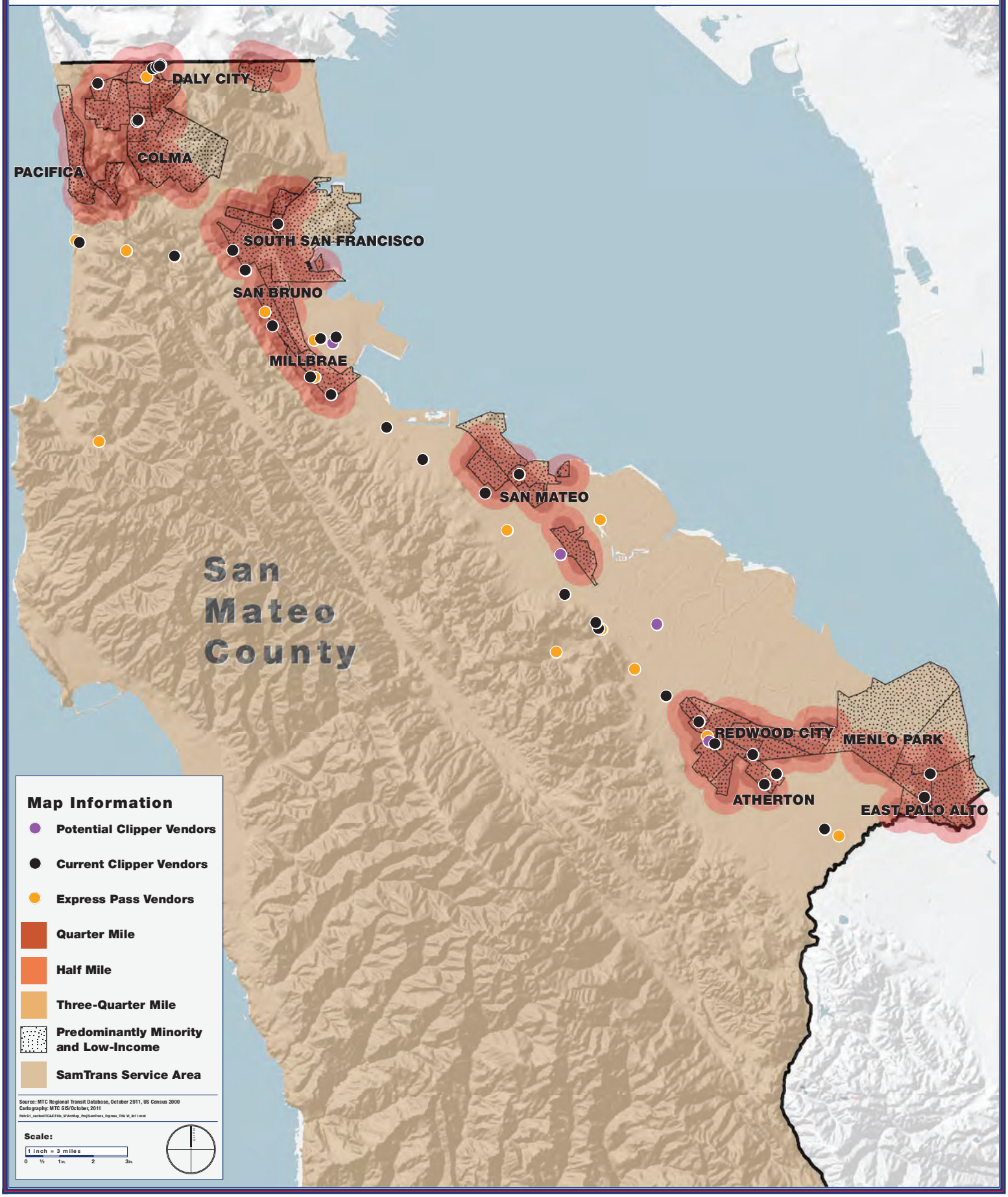
Research and Demographic Unit
Geographic Information Systems Unit



Appendix H

Map of Eligible Discount Pass Vendor Analysis

SamTrans Eligible Discount Pass and Clipper Vendors in Predominantly Minority and Low-Income Areas

Metropolitan Transportation Commission

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Research and Demographic Unit

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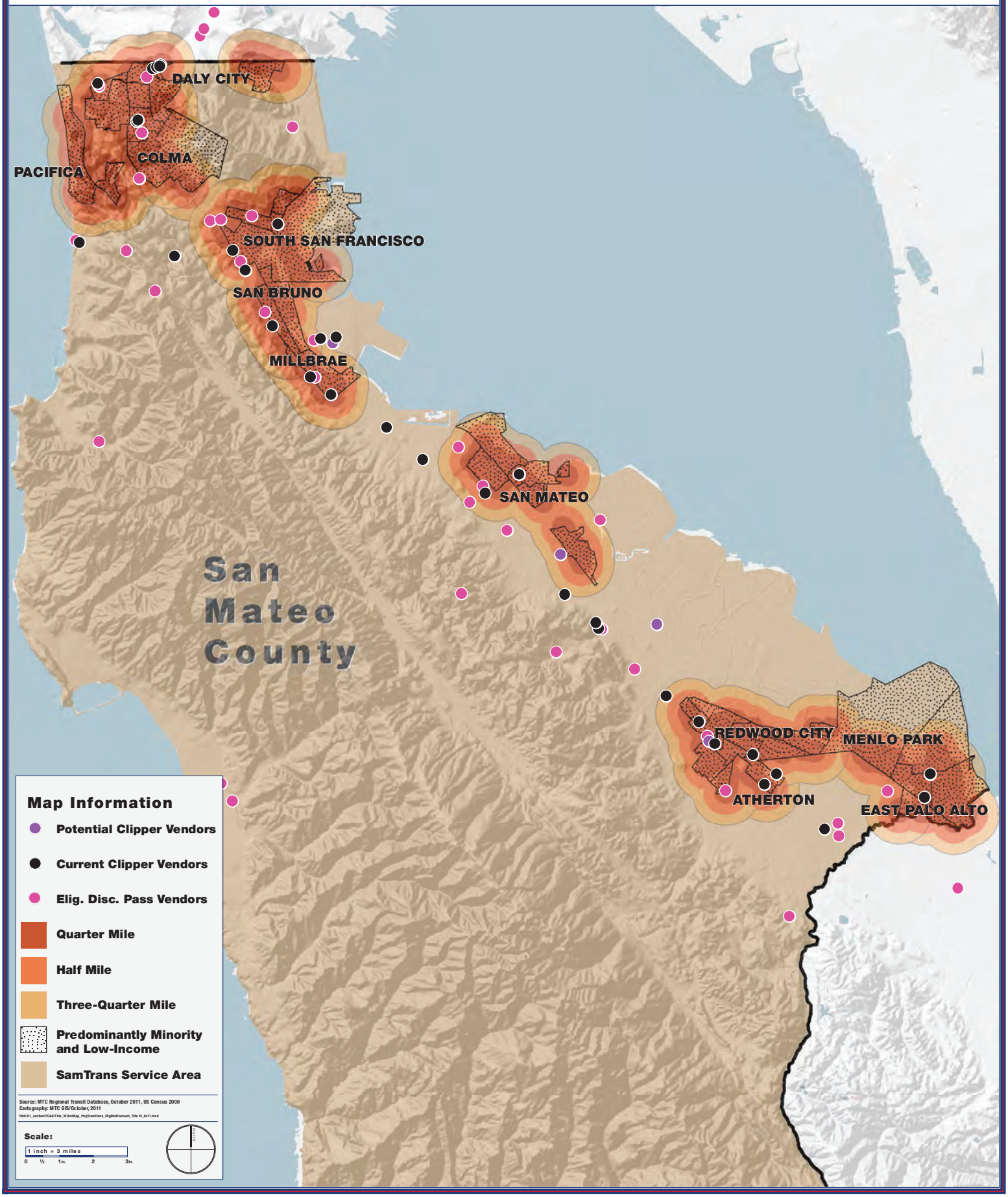


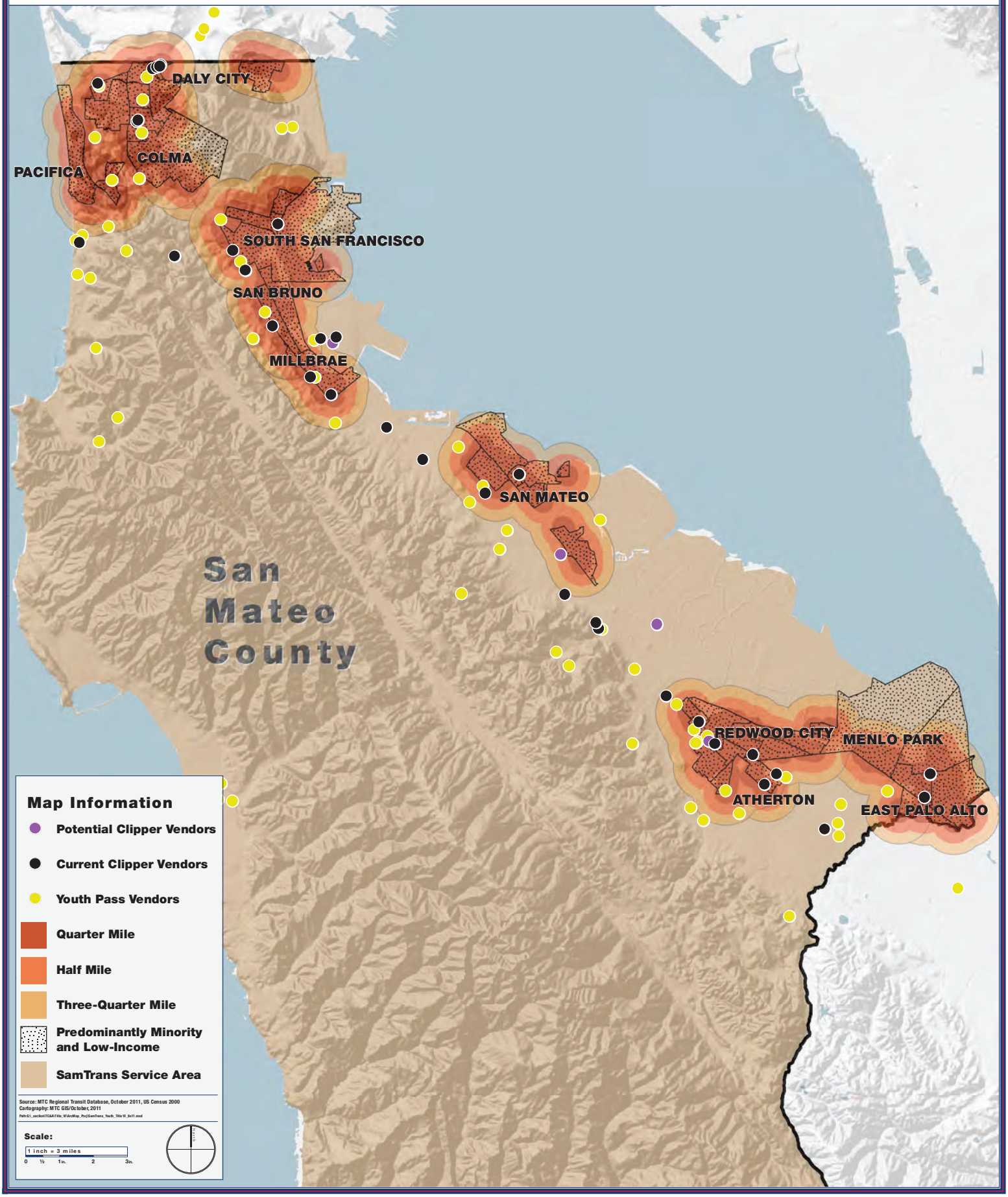
Appendix I

Map of Youth Pass Vendor Analysis

SamTrans Youth Pass Vendors in Predominantly Minority and Low-Income Areas

Metropolitan Transportation Commission
Planning, Financing and Coordinating Transportation for the nine-county San Francisco Bay Area

Research and Demographic Unit
Geographic Information Systems Unit



Appendix J

Calendar of SamTrans Outreach Events

SamTrans Clipper Card Transition Outreach Events Dates and Locations 2011 - 2012

S = Senior Event, Y = Youth Event
A = All Event, ***B*** = Both Youth & Senior Event

87 Total Outreaches

Dates	Days of Week	Month Totals	Time	Event Type	Location	Event	Address
7/16/2011	**Sat**		1pm - 5pm	A	Transit Center @ Serramonte Center	Green Living Fair	
7/19/2011	Tues	2	12pm - 1pm	**S**	Senior Center: Magnolia SSF	Bingo Group	601 Grand Avenue, South San Francisco, 94080
8/2/2011	Tues		2:30pm - 4pm	***B***	Onetta Harris Community Center	Sky's the Limit	100 Terminal Ave, Menlo Park, CA 94025
8/4/2011	Thurs		2:30pm - 4pm	***B***	Foster City Recreation Center	Outreach Table	650 Shell Blvd., Foster City, 94404
8/9/2011	Tues		11am - 1pm	**S**	Senior Center: Veteran's Memorial	Outreach Table	1455 Madison Avenue, Redwood City, 94061
8/10/2011	Wed		12:30pm - 2pm	**S**	Senior Center: Doelger	Lunchtime Sign-up	101 Lake Merced Boulevard, Daly City, CA 94015
8/12/2011	Fri		11am - 4pm	Y	Daly City Pool	Year End Carnival	131 Westmoor Avenue, Daly City, CA 94015
8/17/2011	Wed		1pm - 2pm	**S**	Senior Center: Magnolia SSF	ESL Group	601 Grand Avenue, South San Francisco, 94080
8/18/2011	Thurs		7:30am - 9am	A	Bus Rides: College of San Mateo	Customer Outreach	
8/18/2011	Thurs		7:30am - 9am	A	Bus Rides: Canada College	Customer Outreach	
8/21/2011	**Sun**		11am - 6pm	A	North Fair Oaks Festival	Outreach Table	3121 Middlefield Road, Redwood City, 94063
8/27/2011	**Sat**	10	9am - 1pm	**S**	Senior Center: Little House	Outreach Table	800 Middle Avenue, Menlo Park, CA 94025
9/1/2011	Thurs		6:15am - 9:45am	A	Bus ride KX route	Ambassador Bus Ride	Start in Redwood City to San Mateo and back
9/1/2011	Thurs		6:15am - 9:45am	A	Transit Center @ Milbrae Bart	Customer Outreach	200 North Rollins Road, Millbrae, CA 94030
9/1/2011	Thurs		6:15am - 9:45am	A	Transit Center @ Palo Alto	Customer Outreach	
9/7/2011	Wed		6:15am - 9:45am	A	Transit Center @ Redwood City	Customer Outreach	
9/7/2011	Wed		6:15am - 9:45am	A	Transit Center @ Colma Bart	Customer Outreach	365 D Street, Colma, CA 94014
9/7/2011	Wed		6:15am - 9:45am	A	Transit Center @ Daly City Bart	Customer Outreach	500 Daly City Blvd., Daly City, CA 94014
9/13/2011	Tues		12pm - 1pm	Y	School: Terra Nova High School	Lunchtime Sign-up	1450 Terra Nova Boulevard, Pacifica, CA 94044
9/13/2011	Tues		6:15am - 9:45am	A	Transit Center @Hillsdale Shopping Center	Customer Outreach	Hillsdale Blvd. People on both sides of street
9/14/2011	Wed		6:15am - 9:45am	A	Bus Stop/Shelter: Linda Mar Blvd	Customer Outreach	
9/21/2011	Wed		11:30 - 12:30	**S**	Senior Center: Pacifica	Outreach Table	540 Crespi Drive, Pacifica CA 94044
9/21/2011	Wed		6:15am - 9:45am	A	Bus Stop/Shelter: Mission & Goethe	Customer Outreach	
9/22/2011	Thurs		10:30am - 12:15pm	**S**	Senior Center: Menlo Park	Health Screening event	110 Terminal Avenue, Menlo Park, 94025
9/24/2011	**Sat**		10am - 2pm	**S**	Senior Event: City of San Mateo	Health & Wellness Fair	2645 Alameda de las Pulgas, San Mateo, 94403
9/29/2011	Thurs		10:30am - 1pm	A	Broadcom Emergency Ride Home Program	Rideshare Fair	190 Mathilda Place, Sunnyvale CA 94086
9/30/2011	Fri		5:14pm - 7:36pm	A	Bus ride KX route: Transbay Terminal	Ambassador Bus Ride	Palo Alto to Mission/7th back to Palo Alto
9/30/2011	Fri		3pm - 6:30pm	A	Transit Center @ Colma Bart	Customer Outreach	365 D Street, Colma, CA 94014
9/30/2011	Fri	17	3pm - 6:30pm	A	Transit Center @ Daly City Bart	Customer Outreach	500 Daly City Blvd., Daly City, CA 94014
10/1/2011	**Sat**		10am - 1pm	***B***	SMCTD Lobby Event	Customer Table	1250 San Carlos Avenue, San Carlos 94070
10/3/2011	Mon		11am - 12:30pm	**S**	Senior Center: San Carlos	Outreach Table	601 Chestnut Street, San Carlos 94070
10/3/2011	Mon		6:15am - 9:45am	A	Transit Center @ San Bruno Bart	Customer Table	1151 Huntington Avenue, San Bruno, CA 94066\
10/4/2011	Tues		6:15am - 9:45am	A	Transit Center @ Serramonte Center	Customer Outreach	3 Serramonte Center, Daly City, CA
10/14/2011	Fri		12pm - 1pm	**S**	Senior Center: Magnolia SSF	ESL Group	601 Grand Avenue, South San Francisco, 94080
10/15/2011	**Sat**		10am - 4pm	***B***	Family Resources Fair, Tanforan Mall	Outreach Table	1150 El Camino Real, San Bruno, 94066
10/20/2011	Thurs		10am - 2pm	A	San Jose State University 2011 Emp Services Fair	Outreach Table	SJSU Barrett Ballroom (3rd floor) Student Union Building
10/26/2011	Wed		1pm - 5pm	***B***	Walgreens	Customer Table	399 El Camino Real, South San Francisco, CA 94080
10/27/2011	Thurs		1pm - 5pm	***B***	Walgreens	Customer Table	4070 S. El Camino Real, San Mateo, CA 94403
10/28/2011	Fri		1pm - 5pm	***B***	Walgreens	Customer Table	260 El Camino Real, Burlingame, CA 94010
10/29/2011	**Sat**	11	10am - 2pm	***B***	Walgreens	Customer Table	643 Santa Cruz Ave., Menlo Park, CA 94014

S = Senior Event, Y = Youth Event
A = All Event, ***B*** = Both Youth & Senior Event

87 Total Outreaches

Dates	Days of Week	Month Totals	Time	Event Type	Location	Event	Address
11/1/2011	Tues		3:30pm - 7:30pm	A	Transit Center @ Colma Bart	Customer Outreach	365 D Street, Colma, CA 94014
11/1/2011	Tues		3:30pm - 7:30pm	A	Transit Center @ Daly City Bart	Customer Outreach	500 Daly City Blvd., Daly City, CA 94014
11/2/2011	Wed		1pm - 5pm	***B***	Walgreens	Customer Table	22 San Pedro Road, Daly City, CA 94014
11/2/2011	Wed.		3:30pm - 7:30pm	A	Transit Center @ Palo Alto	Customer Outreach	
11/2/2011	Wed		3:30pm - 7:30pm	A	Transit Center @ Redwood City	Customer Outreach	
11/3/2011	Thurs		3:30pm - 7:30pm	A	Transit Center @Hillsdale Shopping Center	Customer Outreach	Hillsdale Blvd. People on both sides of street
11/3/2011	Thurs		3:30pm - 7:30pm	A	Transit Center @ Serramonte Center	Customer Outreach	
11/5/2011	**Sat**		10am - 1pm	***B***	SMCTD Lobby Event	Customer Table	1250 San Carlos Avenue, San Carlos 94070
11/8/2011	Tues		1pm - 5pm	***B***	Walgreens	Customer Table	216 Westlake Center, Daly City, CA
11/8/2011	Tues		12pm - 2:30pm	***B***	Facebook Employee Transportation Fair	Customer Table	1601 California Ave., Palo Alto, CA
11/9/2011	Wed		11:30 - 12:30	**S**	Senior Center: Pacifica	Outreach Table	540 Crespi Drive, Pacifica CA 94044
11/10/2011	Thurs		9am - 3pm	**S**	Seniors On The Move……Staying Connected	Customer Table	255 South Airport Blvd., South San Francisco, 94080
11/11/2011	**Fri**		10am - 4pm	***B***	SMCTD Lobby Event	Customer Table	1250 San Carlos Avenue, San Carlos 94070
11/11/2011	**Fri**		1pm - 5pm	***B***	Walgreens	Customer Table	300 University Avenue, Palo Alto, CA
11/15/2011	Tues		1pm - 5pm	***B***	Walgreens	Customer Table	615 Broadway Millbrae, CA 94030
11/16/2011	Wed		10:30am - 12:00pm	**S**	Senior Center: San Bruno	Customer Table	1555 Crystal Springs Road, San Bruno, CA 94066
11/19/2011	**Sat**		10am - 2pm	***B***	Walgreens	Customer Table	6100 Mission Street, Daly City
11/21/2011	Mon		1 pm - 5 pm	***B***	Safeway	Customer Table	70 Cabrillo Hwy., Half Moon Bay, CA
11/22/2011	Tues		10 am - 2 pm	***B***	Safeway	Customer Table	100 Crystal Springs Road, San Mateo, CA
11/23/2011	Wed		1pm - 5pm	***B***	Walgreens	Customer Table	2605 Middlefield Road, Palo Alto
11/28/2011	Mon		12 pm - 4 pm	***B***	Safeway	Customer Table	860 N. Delaware St. , San Mateo
11/28/2011	Mon		1 pm - 5 pm	***B***	Safeway	Customer Table	1100 El Camino Real, Belmont, CA
11/28/2011	Mon		2 pm- 6 pm	***B***	Safeway	Customer Table	12 Plaza Drive, Pacifica, CA
11/28/2011	Mon		3 pm - 7 pm	***B***	Safeway	Customer Table	921 E. Hillsdale Blvd., Foster City, CA
11/29/2011	Tues		9 am - 1 pm	***B***	Safeway	Customer Table	30 Chestnut Ave., So. San Francisco, CA
11/29/2011	Tues		2 pm- 6 pm	***B***	Safeway	Customer Table	325 S. Sharon Park, Menlo Park, CA
11/30/2011	Wed		3 pm - 7 pm	***B***	Safeway	Customer Table	1380 Linda Mar Shopping Center, Pacifica, CA
11/30/2011	Wed		2 pm-6pm	***B***	Safeway	Customer Table	1450 Howard Ave., Burlingame, CA
11/30/2011	Wed	29	1pm - 5pm	***B***	Walgreens	Customer Table	45 S. El Camino Real, Millbrae
12/1/2011	Thurs		1pm - 5pm	***B***	Walgreens	Customer Table	191 E. 3rd Avenue, San Mateo
12/1/2011	Thurs		11am - 3pm	***B***	Safeway	Customer Table	850 Woodside Road, Redwood City, CA
12/2/2011	Fri		1 pm - 5 pm	***B***	Safeway	Customer Table	525 El Camino Read, Millbrae, CA
12/2/2011	Fri		2 pm - 6 pm	***B***	Safeway	Customer Table	2100 Ralston Ave, Belmont, CA
12/3/2011	**Sat**		10am - 1pm	***B***	SMCTD Lobby Event	Customer Table	1250 San Carlos Avenue, San Carlos 94070
12/6/2011	Tues		9am - 1pm	**S**	Peninsula Jewish Community Center	Outreach Table	800 Foster City Blvd., Foster City, 94404
12/7/2011	Wed		6:30pm - 7:30pm	***B***	Los Altos United Methodist Church, Youth Room	Outreach Table	655 Magdalena, Los Altos, CA
12/9/2011	Fri		9 pm - 7 pm	***B***	South San Francisco BART Station	Outreach Table	South San Francisco BART
12/10/2011	**Sat**		10am - 2pm	***B***	Walgreens	Customer Table	2238 Westborough Blvd, SSF
12/12/2011	Mon		6:30 am - 10 am	***B***	Colma BART	Customer Table	Colma BART
12/13/2011	Tues		11:30 am-12:30 pm	***S***	Pacifica Senior Center	Customer Table	540 Crespi Drive, Pacifica CA 94044
12/14/2011	Wed		4 pm - 7 pm	***Y***	Daly City BART	Customer Table	
12/18/2011	**Sun**		12 pm - 6 pm	***Y***	Tanforan Shopping Center	Customer Table	

S = Senior Event, Y = Youth Event
A = All Event, ***B*** = Both Youth & Senior Event

87 Total Outreaches

Dates	Days of Week	Month Totals	Time	Event Type	Location	Event	Address
12/19/2011	Mon		1 pm - 5 pm	***B***	Walgreens	Outreach Table	1160 Broadway, Burlingame
12/22/2011	Wed		1pm - 5pm	***B***	Walgreens	Customer Table	1414 El Camino Real, San Carlos
12/29/2011	Wed	16	1pm - 5pm	***B***	Walgreens	Customer Table	4170 El Camino Real, Palo Alto
1/8/2012	**Sun**		12 pm - 6 pm	***Y***	Serramonte Shopping Center	Customer Table	
1/15/2012	**Sun**	2	12 pm - 6 pm	***Y***	Hillsdale Shopping Center	Customer Table	

Appendix K

Samples of Multi-lingual Outreach Materials

samTrans

Expires 1/1/12

Monthly Passes are Going to the Clipper Card

SamTrans customers should get a Clipper card soon because the bus agency is phasing out paper monthly passes. Clipper is a reloadable fare card that can be used to pay for rides on SamTrans, as well as AC Transit, BART, Caltrain, Golden Gate Transit & Ferry, and the Santa Clara Valley Transportation Authority.

SamTrans will stop selling paper passes at the end of 2011. The December pass will be the last paper pass sold. For those who order through the mail, October will be the last month sold.

You can obtain a Clipper card and add passes or put money on your card by visiting a Clipper vendor, which includes participating Walgreens stores. To find the closest vendor or for other Clipper information, you can reach Clipper at 1-877-878-8883 or online at www.clippercard.com.

Youth and those who buy Eligible Discount passes need to apply for a special Clipper card that will allow them to continue to receive the discounted fare. Applications are available by calling 1-800-660-4287 (TTY 650-508-6448) or at www.samtrans.com/clipper. Completed applications may be turned in at the SamTrans office at 1250 San Carlos Ave. in San Carlos weekdays between 8 a.m. and 4 p.m.

(Español en el reverso)

5/27/11

samTrans

Los pases mensuales pasarán a la tarjeta Clipper

Los usuarios de SamTrans deben obtener pronto una tarjeta Clipper porque la agencia de autobuses está retirando los pases mensuales impresos. Clipper es una tarjeta recargable de pago de tarifas que se puede usar para pagar pasajes en SamTrans, así como en AC Transit, BART, Caltrain, Golden Gate Transit & Ferry y en Santa Clara Valley Transportation Authority.

SamTrans dejará de vender pases impresos al final de 2011. Los pases de diciembre serán los últimos pases impresos que se venderán. Para aquellos que soliciten los pases por correo, octubre será el último mes en el que se venderán.

Usted puede obtener una tarjeta Clipper y agregar pases o cargar dinero a su tarjeta en un vendedor localizados en las tiendas Walgreens participantes. Para encontrar el proveedor más cercano o para obtener más información sobre Clipper, puede comunicarse a Clipper al 1-877-878-8883 o visitar www.clippercard.com.

Los jóvenes y aquellos que compren los pases elegibles para descuento deben solicitar una tarjeta Clipper especial que les permita continuar recibiendo la tarifa con descuento. Las aplicaciones están disponibles llamando al 1-800-660-4287 (TTY 650-508-6448) o en www.samtrans.com/clipper. Las aplicaciones llenadas se pueden entregar en la oficina de SamTrans en 1250 San Carlos Ave. en San Carlos entre semana de las 8 a.m. a las 4 p.m.

(English on back)

Es el momento de cambiar

▶ Los pases mensuales para jóvenes de SamTrans pasarán a la Clipper ◀

¿Qué es una tarjeta Clipper®?
Clipper es una tarjeta recargable de pago de tarifas. La tarjeta Clipper para jóvenes almacena un pase mensual de SamTrans o dinero electrónico.

¿Por qué debo obtener una tarjeta Clipper para jóvenes?
SamTrans está retirando paulatinamente los pases mensuales impresos a finales de 2011. Los pases de diciembre serán los últimos pases impresos que se vendan. Deberás obtener una tarjeta Clipper para jóvenes si deseas continuar viajando en SamTrans con un pase mensual para jóvenes.

¿Cómo puedo obtener una tarjeta Clipper?
Debes completar una solicitud para tarjeta Clipper (para descargarla, visita www.samtrans.com/clipper). Entrega la solicitud con una prueba de edad en cualquier ubicación para inscribirse en el evento de la lista que se exhibe en www.samtrans.com/clipper o en la oficina de SamTrans en 1250 San Carlos Ave. en San Carlos los días de semana entre las 8 a.m. y las 5 p.m. Además, puedes visitar 511.org para obtener una lista de las ubicaciones fuera del condado de San Mateo. Cada cliente recibirá la tarjeta Clipper por correo en un plazo de 21 días hábiles.

¿Qué debo presentar para demostrar mi edad?
Cuando presentes tu solicitud completada, también presenta uno de los siguientes documentos:

- Certificado de nacimiento
- Licencia de conducir emitida por el estado
- Tarjeta de identificación emitida por el estado
- Pasaporte
- Tarjeta de identificación de la ciudad de San Francisco
- Matrícula consular/Tarjeta de identificación consular
- Registro para extranjeros/Tarjeta de registro permanente

¿Mi padre o tutor pueden solicitarla en mi nombre?
Sí, pueden presentar la solicitud con una de las pruebas de edad mencionadas anteriormente.

¿Cómo se carga el pase mensual para jóvenes en la tarjeta Clipper?
Una vez que tengas la tarjeta Clipper, puedes cargar el pase mensual en cualquier tienda minorista de tarjeta Clipper en todo el condado, como Walgreens, comunicándote con Clipper por teléfono al 1-877-878-8883, o visitando www.clippercard.com.

¿Cómo puedo utilizar la tarjeta Clipper?
Sólo haz tocar y mantén la tarjeta sobre el lector de Clipper cuando abordes el autobús. Te descontará la tarifa en efectivo o te reconocerá tu pase mensual para jóvenes de SamTrans.

Nota: Si estás inscripto en el Programa para almuerzo gratuito y a precio reducido del distrito de tu escuela y compras un pase con descuento a través de la escuela, no es necesario que tengas una tarjeta Clipper en este momento. Continuarás comprando un pase impreso a través del distrito escolar. Sin embargo, te invitamos a que solicites una tarjeta Clipper para jóvenes porque la necesitarás para viajar en Caltrain o cualquier otro proveedor de tránsito de Bay Area. Si tu inscripción en el Programa para almuerzo gratuito y a precio reducido finaliza, necesitarás la tarjeta Clipper para cargar un pase mensual para jóvenes de SamTrans.

CLIPPER™

It's Time to Switch

▸ SamTrans Youth Monthly Passes are Going to Clipper ◂

What is a Clipper® card?
Clipper is a reloadable fare payment card. The Youth Clipper card stores the SamTrans Monthly Pass or electronic cash.

Why should I get a Youth Clipper card?
SamTrans is phasing out paper Monthly passes at the end of 2011. The December pass will be the last paper Monthly Pass sold. You will need to get a Youth Clipper card if you wish to continue to ride SamTrans with a Youth Monthly Pass.

How do I get a Clipper card?
You must complete a Clipper card application (to download, visit www.samtrans.com/clipper). Turn in the application with proof-of-age at any of the sign-up event locations listed on www.samtrans.com/clipper or to the SamTrans office at 1250 San Carlos Ave. in San Carlos weekdays between 8 a.m. and 5 p.m. You also may visit 511.org for the list of locations outside of San Mateo County. Clipper cards will be mailed to each customer within 21 business days.

What must I present to prove my age?
When you bring in your completed application, please also bring **one** of the following:

- Birth Certificate
- State Issued Driver's License
- State Issued Identification Card
- Passport
- SF City ID Card
- Matricula Consular/Consular Identification Card
- Alien Registration/Permanent Registration Card

Can my parent or guardian apply on my behalf?
Yes, they may submit the application with one of the above proofs of age.

How is the Youth Monthly Pass loaded to the Clipper card?
Once you have a Youth Clipper card, you may load the Monthly Pass at any of the Clipper card retailers throughout the county, such as Walgreens, by calling Clipper at 1-877-878-8883, or by visiting www.clippercard.com.

How do I use the Clipper card?
Just tap and hold the card to the Clipper reader when you board the bus. It will deduct cash fare or recognize your SamTrans Youth Monthly Pass.

Note: If you are enrolled in your school district's Free and Reduced Lunch Program and purchase a discounted pass through the school, you do not need a Clipper card at this time. You will continue to buy a paper pass through the school district. However, we encourage you to apply for a Youth Clipper card because you will need it for riding Caltrain or any of the other Bay Area transit providers. If your enrollment in the Free and Reduced Lunch Program ends, you will need the Clipper card to load a SamTrans Youth Monthly pass.

摘星！現代 Genesis
Hyundai Holidays 年終酬賓優惠中！

天上繁星的明星，人間永遠只能仰望，但車壇上最耀眼的明星，您現在即可以親自擁有！
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世界日報 WORLD JOURNAL No.12576 每份50¢(含稅)

A1 要聞 中華民國一〇〇年12月13日 星期二 WORLD JOURNAL TUESDAY, DECEMBER 13, 2011 農曆十一月十九日

宇昌案大逆轉 經建會道歉

Tablet文件時間錯置 劉燦昭稱非刻意塗改 性騷員太多 公司名稱多變 A3

伊戰結束！美軍月底全撤

美伊領袖作歷史性宣布 歐巴馬：民主扎根 阿拉伯世界豎立燈塔

經濟間諜入侵 損失數以10億計

資料遭竊 美鎖定中國駭客

智慧財產 最高防線

伊朗將大量複製美無人機

再見紙車票
歡迎 CLIPPER® 路路通

由二零一二年一月開始，SamTrans (聖塔可公車)之車票只可使用 Clipper (路路通)。這是一張在灣區可到處輕便通用，又可儲值之混合交通智能卡。你只須將卡儲值，上車時輕拍即可便可。
欲知更多有關Clipper (路路通)的資料或購買方法，請致電 877.878.8883 或瀏覽網頁clippercard.com/samtrans。

CLIPPER

samTrans

Powered by LegoGreen

High blood pressure—help employees prevent this silent killer

By Joseph Derrough, MD, Chief of Ob/Gyn and Co-Medical Director of Patient Safety, Kaiser Permanente San Jose Medical Center

Eat less salt—aim for a maximum of 2,300 mg of sodium each day

High blood pressure, or hypertension, is sometimes called a "silent killer" because it generally shows no signs or symptoms. If left untreated, it can lead to stroke, heart disease, and kidney failure.

According to HeathMedia®, direct medical costs on average are 64 percent higher for employees with high blood pressure compared to healthy employees, and about 46 percent higher in indirect costs due to lost productivity or absenteeism.1

That's why it's important for employers to share the following tips to help control or possibly even prevent this condition.

Prevent high blood pressure with lifestyle changes

• Maintain a healthy weight—eat more fruits, vegetables, whole grains, lean meat, fish, and low- or nonfat dairy products

• Start an exercise program—try for 30 minutes of moderate activity most days of the week

• Drink alcohol in moderation—men should limit themselves to two drinks a day, women and lighter-weight men should have no more than one drink a day

• Eat less salt—aim for a maximum of 2,300 mg of sodium each day

Employees can get help from Kaiser Permanente

• kp.org/fitness—employees can learn how to reduce their risk for heart conditions and download podcasts, fitness calculators, and health education materials

• Healthy Living classes—many facilities offer classes such as "Living Well with High Blood Pressure" and "Blood Pressure: The Basics" (some classes or programs • Healthy Living classes—many facilities offer classes such as "Living Well with High Blood Pressure" and "Blood Pressure: The Basics" (some classes or programs may require a fee)

• Support for heart-healthy nutrition—members can take advantage of telephone coaching, online lifestyle programs such as HealthMedia Nourish®, and information about Mediterranean or DASH (Dietary Approaches to Stop Hypertension) diets to start and maintain a heart-healthy eating plan

For more information, call your Kaiser Permanente representative or broker.

Hundreds gather to bring hope to African AIDS victims

Cinthia Rodriguez
El Observador

In honor of World AIDS Month, the Journey Christian Church congregated for its 6th annual AIDS caregiver kit building for World Vision.

The Caregiver Kit program is a hands-on, personal way for individuals to reach out to caregivers in hard-hit regions across the world and to learn more about HIV/AIDS and the challenges faced by millions on a daily basis. The kits include petroleum jelly, washcloths, pain relievers, cotton balls, notebooks, and handwritten notes of encouragement. Another crucial item found in the kits are gloves.

The caregiver kits will be sent to Zimbabwe, Africa to help caregivers who go from hut to hut caring for those living with AIDS.

"This is a phenomenal opportunity for the community to get together and do something personal to help the caregivers fighting the AIDS pandemic in Africa," said Jeff Wenke, the Journey's Lead Pastor. "We are urging people to visit our Web site at www.talkinchurch.com to sponsor a kit online for $29.50."

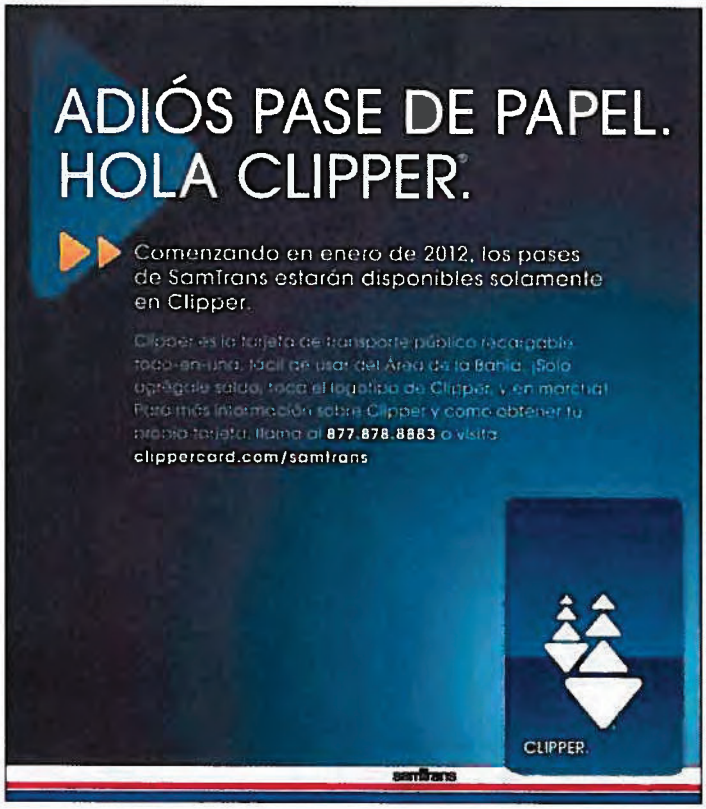
The church has raised $16,946 and has a goal of $54,500. Journey Church has partnered with World Vision, a Christian humanitarian organization, to make a dramatic difference in the Limpopo region of Zimbabwe.

World Vision delivers and distributes the kits in communities heavily impacted by HIV/AIDS. The kits are used by local volunteer caregivers who bring comfort and care while also helping prevent further infection to those living with AIDS.

"We now sponsor over 100 children and have sent over $300,000 in support of these people in need," said Jason Jones, The Journey's International Impact Director.

Cinthia Rodriguez is the Editor of El Observador. Email her at english.editor@el-observador.com

Children and parents prepared the AIDS kits together. Photo by Cinthia Rodriguez



SPECIAL SIGN-UP EVENTS FOR SENIOR AND YOUTH CLIPPER® CARDS.

Beginning January 2012, SamTrans passes are only on Clipper.

SamTrans passes are changing to Clipper — the Bay Area's easy to use, all-in-one reloadable transit card. So, to get all your usual great discounts in the future, you'll need to apply for a Senior or Youth Clipper card. To make it easy to get your card, we're holding some special sign-up events at the Walgreens stores (just remember to bring proof of age*).

For more information, go to **clippercard.com** or call **877.878.8883.**

See dates on the reverse side of this slip

Walgreens samTrans CLIPPER

*Customer must bring proof of eligibility, birth certificate, driver's license issued by any state, identification card issued by any state, Alien Registration/Permanent Resident card, Matricula Consular/Consular Identification card, passport, SF City ID card. Parents and guardians may bring the child's application and proof of age without the child present.

- **Wednesday, Oct. 26**
  399 El Camino Real
  South San Francisco
  1pm–5pm
- **Thursday, Oct. 27**
  4070 S. El Camino Real
  San Mateo
  1pm–5pm
- **Friday, Oct. 28**
  260 El Camino Real
  Burlingame
  1pm–5pm
- **Saturday, Oct. 29**
  643 Santa Cruz Avenue
  Menlo Park
  1pm–5pm
- **Wednesday, Nov. 2**
  22 San Pedro Road
  Daly City
  1pm–5pm
- **Tuesday, Nov. 8**
  216 Westlake Center
  Daly City
  1pm–5pm
- **Friday, Nov. 11**
  300 University Avenue
  Palo Alto
  1pm–5pm
- **Tuesday, Nov. 15**
  615 Broadway
  Millbrae
  1pm–5pm
- **Saturday, Nov. 19**
  6100 Mission Street
  Daly City
  10am–2pm
- **Wednesday, Nov. 23**
  2605 Middlefield Road
  Palo Alto
  1pm–5pm
- **Thursday, Nov. 30**
  45 S. El Camino Real
  Millbrae
  1pm–5pm
- **Tuesday, Dec. 1**
  191 E. 3rd Avenue
  San Mateo
  1pm–5pm
- **Saturday, Dec. 10**
  2238 Westborough Blvd.
  South San Francisco
  10am–2pm
- **Thursday, Dec. 22**
  1414 El Camino Real
  San Carlos
  1pm–5pm
- **Thursday, Dec. 29**
  4170 El Camino Real
  Palo Alto
  1pm–5pm

If you're unable to attend on one of these dates, you'll find more sign-up locations at **clippercard.com/samtrans**.

clippercard.com 877.878.8883

*Customer must bring proof of eligibility: birth certificate, driver's license issued by any state, identification card issued by any state, Alien Registration/Permanent Resident card, Matricula Consular/Consular Identification card, passport, SF City ID card. Parents and guardians may bring the child's application and proof of age without the child present.

EVENTOS ESPECIALES PARA SOLICITAR TARJETAS CLIPPER® PARA PERSONAS DE LA TERCERA EDAD Y JÓVENES.

Comenzando en enero del 2012, los pases de SamTrans estarán disponibles solamente con Clipper.

Los pases de SamTrans están cambiando a Clipper — la tarjeta de transporte público recargable, todo-en-una, fácil de usar del Área de la Bahía. Así que para poder recibir sus descuentos en el futuro, deberá solicitar una tarjeta Clipper para personas de la tercera edad (Senior) o para jóvenes (Youth). Para facilitar la solicitud de su tarjeta, habrá eventos especiales para solicitarla en las tiendas Walgreens (solo recuerde traer su comprobante de edad*).

Para más información, visite **clippercard.com** o llame al **877.878.8883**.

Vea las fechas al reverso de este volante

Walgreens samTrans CLIPPER

*El cliente debe tener comprobante de edad: acta de nacimiento, licencia de conducir de cualquier estado, tarjeta de identificación de cualquier estado, tarjeta de residencia permanente, matrícula consular, pasaporte, tarjeta de identificación SF City ID. Los padres de familia o tutores pueden presentar la solicitud del menor con el comprobante de edad sin que esté el menor presente

- **Miércoles, 26 de oct.**
  399 El Camino Real
  South San Francisco
  1pm a 5pm

- **Jueves, 27 de oct.**
  4070 S. El Camino Real
  San Mateo
  1pm a 5pm

- **Viernes, 28 de oct.**
  260 El Camino Real
  Burlingame
  1pm a 5pm

- **Sábado, 29 de oct.**
  643 Santa Cruz Avenue
  Menlo Park
  1pm a 5pm

- **Miércoles, 2 de nov.**
  22 San Pedro Road
  Daly City
  1pm a 5pm

- **Martes, 8 de nov.**
  216 Westlake Center
  Daly City
  1pm a 5pm

- **Viernes, 11 de nov.**
  300 University Avenue
  Palo Alto
  1pm a 5pm

- **Martes, 15 de nov.**
  615 Broadway
  Millbrae
  1pm a 5pm

- **Sábado, 19 de nov.**
  6100 Mission Street
  Daly City
  10am a 2pm

- **Miércoles, 23 de nov.**
  2605 Middlefield Road
  Palo Alto
  1pm a 5pm

- **Jueves, 30 de nov.**
  45 S. El Camino Real
  Millbrae
  1pm a 5pm

- **Martes, 10 de dic.**
  191 E. 3rd Avenue
  San Mateo
  1pm a 5pm

- **Sábado, 10 de dic.**
  2238 Westborough Blvd.
  South San Francisco
  10am a 2pm

- **Jueves, 22 de dic.**
  1414 El Camino Real
  San Carlos
  1pm a 5pm

- **Jueves, 29 de dic.**
  4170 El Camino Real
  Palo Alto
  1pm a 5pm

Si no puede asistir en alguna de estas fechas, puede encontrar información sobre más lugares donde solicitar su tarjeta visitando **clippercard.com/samtrans**.

clippercard.com 877.878.8883

*El cliente debe tener comprobante de edad, acta de nacimiento, licencia de conducir de cualquier estado, tarjeta de identificación de cualquier estado, tarjeta de residencia permanente, matrícula consular, pasaporte, tarjeta de identificación SF City ID. Los padres de familia o tutores pueden presentar la solicitud del menor con el comprobante de edad sin que esté el menor presente.

SPECIAL SIGN-UP EVENTS FOR SENIOR AND YOUTH CLIPPER® CARDS.

Beginning January 2012, SamTrans passes are only on Clipper.

SamTrans passes are changing to Clipper—the Bay Area's easy to use, all-in-one reloadable transit card. So, to get all your usual great discounts in the future, you'll need to apply for a Senior or Youth Clipper card. To make it easy to get your card, we're holding some special sign-up events at the Walgreens stores below on the following dates (just remember to bring proof of age*):

- **Wednesday, Oct. 26**
  399 El Camino Real
  South San Francisco
  1pm–5pm
- **Thursday, Oct. 27**
  4070 S. El Camino Real
  San Mateo
  1pm–5pm
- **Friday, Oct. 28**
  260 El Camino Real
  Burlingame
  1pm–5pm
- **Saturday, Oct. 29**
  643 Santa Cruz Avenue
  Menlo Park
  1pm–5pm
- **Wednesday, Nov. 2**
  22 San Pedro Road
  Daly City
  1pm–5pm
- **Tuesday, Nov. 8**
  216 Westlake Center
  Daly City
  1pm–5pm
- **Friday, Nov. 11**
  300 University Avenue
  Palo Alto
  1pm–5pm
- **Tuesday, Nov. 15**
  615 Broadway
  Millbrae
  1pm–5pm
- **Saturday, Nov. 19**
  6100 Mission Street
  Daly City
  10am–2pm
- **Wednesday, Nov. 23**
  2605 Middlefield Road
  Palo Alto
  1pm–5pm
- **Thursday, Nov. 30**
  45 S. El Camino Real
  Millbrae
  1pm–5pm
- **Tuesday, Dec. 1**
  191 E. 3rd Avenue
  San Mateo
  1pm–5pm
- **Saturday, Dec. 10**
  2238 Westborough Blvd.
  South San Francisco
  10am–2pm
- **Thursday, Dec. 22**
  1414 El Camino Real
  San Carlos
  1pm–5pm
- **Thursday, Dec. 29**
  4170 El Camino Real
  Palo Alto
  1pm–5pm

If you're unable to attend on one of these dates, you'll find more sign-up locations at **clippercard.com/samtrans.**

Walgreens samTrans CLIPPER **clippercard.com** **877.878.8883**

*Customer must bring proof of eligibility: birth certificate, driver's license issued by any state, identification card issued by any state, Alien Registration/Permanent Resident card, Matricula Consular/Consular Identification card, passport, SF City ID card. Parents and guardians may bring the child's application and proof of age without the child present.

EVENTOS ESPECIALES PARA SOLICITAR TARJETAS CLIPPER® PARA PERSONAS DE LA TERCERA EDAD Y JÓVENES.

Comenzando en enero del 2012, los pases de SamTrans estarán disponibles solamente con Clipper.

Los pases de SamTrans están cambiando a Clipper — la tarjeta de transporte público recargable, todo-en-una, fácil de usar del Área de la Bahía. Así que para poder recibir sus descuentos en el futuro, deberá solicitar una tarjeta Clipper para personas de la tercera edad (Senior) o para jóvenes (Youth). Para facilitar la solicitud de su tarjeta, habrá eventos especiales para solicitarla en las siguientes tiendas Walgreens durante las siguientes fechas (solo recuerde traer su comprobante de edad*).

- **Miércoles, 26 de oct.**
  399 El Camino Real
  South San Francisco
  1pm a 5pm
- **Jueves, 27 de oct.**
  4070 S. El CaminoReal
  San Mateo
  1pm a 5pm
- **Viernes, 28 de oct.**
  260 El Camino Real
  Burlingame
  1pm a 5pm
- **Sábado, 29 de oct.**
  643 Santa Cruz Avenue
  Menlo Park
  1pm a 5pm
- **Miércoles, 2 de nov.**
  22 San Pedro Road
  Daly City
  1pm a 5pm
- **Martes, 8 de nov.**
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Walgreens samTrans CLIPPER clippercard.com 877.878.8883

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Appendix J
Santa Clara Valley Transportation Authority (VTA) Title VI analysis

VTA Fare Media Transitions to Clipper® - Title VI Analysis

March 2012

Overview of VTA

The Santa Clara Valley Transportation Authority (VTA) provides public transit service in Santa Clara County, and some areas in Alameda and San Mateo counties. VTA covers a geographic span of 326 square miles, and serves a population base of approximately 1.9 million persons. Its passenger service consists of both bus and light rail service, with 424 coaches and 99 light rail cars in its fleet. VTA operates a total of 72 routes, of which 53 are regular or community, 16 are express or limited stop, and 3 are light rail.

VTA offers a range of fare payment options to its ridership, including cash, day passes, monthly passes, day pass tokens, and a variety of specialized passes. There are products which are prepaid versus products available on the vehicle, as well as discounted fare products for different eligible groups. Of these fare payment options, VTA's monthly passes and day pass tokens are slated for transition to Clipper-only availability. As such, they are the subject of this analysis.

Service Area Profile

VTA's service area consists of 366 census tracts and includes 1,863,727 residents (per US Census 2010 data). The demographic characteristics of the population within this service area are as follows:

- Minority: 65.1% (Map attached at **Appendix A)**
- Low-Income: 21.4% (Map attached at **Appendix B**)
- Limited English Proficiency (LEP): 22.3% (Map attached at **Appendix C)**

The nine largest refugee communities in Santa Clara County are from the following countries: Afghanistan, Burma, China, India, Iran, Iraq, Eritrea, Ethiopia, and Vietnam.

See **Appendix D** for an explanation of the methodology used to define minority, low-income, and LEP.

VTA Ridership Profile

VTA conducted an in-depth on-board passenger survey in 2006. The survey instrument asked questions on a range of topics, from customer service issues to demographics and method of fare payment. The responses from the approximately 13,500 completed surveys provide the data for the entire analysis that follows.

Table 1 provides an overview of the demographic characteristics of VTA patrons.

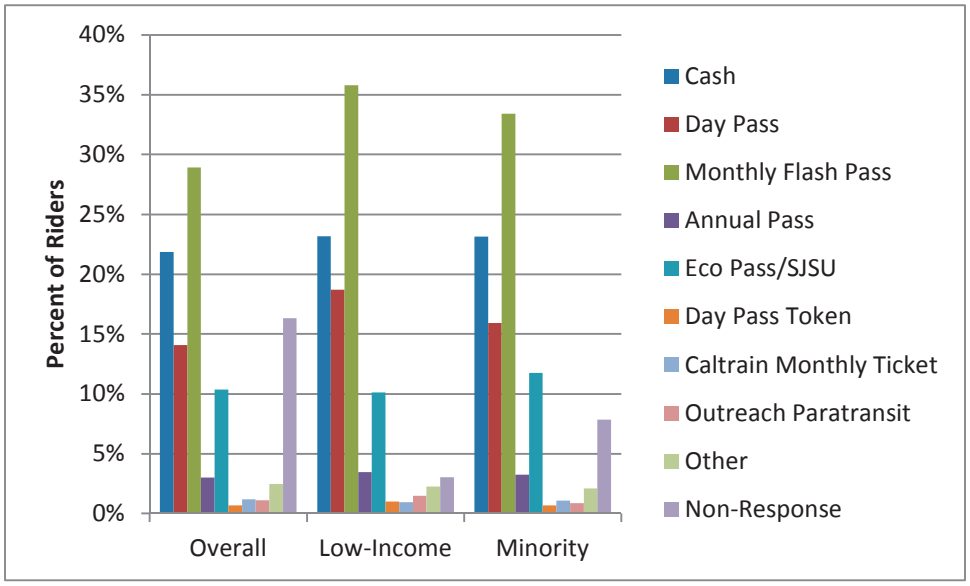
Table 1: Demographic Profile of VTA Survey Respondents Overall			
Income Level	**Percent of Responses**	**Minority Status**	**Percent of Responses**
Low-Income	45%	Minority	56%
Higher Income	16%	Non-Minority	21%
No Response	39%	No Response	23%
Total	100%	Total	100%

Within the realm of VTA's fare products, in order to determine whether the monthly passes and day pass tokens targeted for mandatory transition to Clipper are used in greater proportions by low-income and minority riders than the overall ridership, Table 2 illustrates how different demographic groups utilize VTA's fare products.

Table 2: VTA Fare Type Use – Total Ridership			
Fare Type	**Overall**	**Low-Income**	**Minority**
Cash	22%	23%	23%
Day Pass	14%	19%	16%
Monthly Flash Pass	29%	36%	33%
Annual Pass	3%	3%	3%
Eco Pass/SJSU	10%	10%	12%
Day Pass Token	1%	1%	1%
Caltrain Monthly Ticket	1%	1%	1%
Outreach Paratransit ID	1%	1%	1%
Other	2%	2%	2%
Non-Response	16%	3%	8%
Total Responses	13718	6121	7684

Chart 1 represents the same data graphically.

Chart 1: VTA Fare Type Use – Total Ridership



The data as indicated in Table 2 and Chart 1 shows that transitioning the suite of VTA monthly passes to Clipper-only availability may disproportionately impact low-income and minority populations. Transitioning the day pass token may not disproportionately impact these populations. In order to provide a more detailed analysis, the demographics of the patrons who use each fare product, to the extent that information is discernible from the survey data, are presented below.

Fare Products Transitioning to Clipper

Only prepaid fare products that are generally available to the public are mandated for transition by Resolution 3866. Table 3 is copied from the Resolution and lists these products, along with relevant comments regarding each transition. All fare products are currently scheduled to transition on June 30, 2012.

Table 3: VTA Fare Media Transitions per MTC Resolution No. 3866		
Fare Media	**Date for Ending Acceptance of Listed Prepaid Fare Media**	**Comments**
Monthly Pass	6/30/2012	• Transition date subject to change if, by April 1, 2012, there are not at least 50 Clipper® vendors operational in VTA's service area, or MTC has not addressed any retailer deficiencies in specific locations based on Title VI assessment performed by MTC. • In such case, transition date will be the last day of the third month after conditions described above are met.
Monthly Express Pass	6/30/2012	Same comments as for Monthly Pass.
Day Pass Tokens	6/30/2012	Date is when product is no longer available for purchase through retail outlets.

Impacts of Fare Product Transitions to Clipper

In order to assess whether there are disproportionate impacts on Title VI-protected populations due to these fare media transitions, demographic information regarding the users of each fare product is analyzed to determine if there is a higher percentage of use by low-income or minority groups. For example, if 80% of the users of a certain fare product are low-income, and 20% are higher income, then the analysis would indicate that the fare product is used disproportionately by low-income riders. This methodology was established by the consultant performing the first five operators' analyses, Milligan and Company, and shared with the Federal Transit Administration (FTA) in September 2011 during a Title VI compliance review. For the sake of consistency, MTC has followed the same methodology for SamTrans and VTA, except for a few modifications based on FTA feedback.

In order to determine whether any of the disproportionate impacts in transitioning to Clipper are also adverse impacts, it is then necessary to examine how patrons are able to use the fare product in paper form, and to identify any differences (both positive and negative) in the Clipper implementation.

For the purpose of this analysis, the products listed in Table 3 are grouped into four categories: adult, youth, senior/disabled, and day pass tokens. The adult monthly pass and the express monthly pass fall into the adult category, and will be considered together.

Adult Monthly Passes

Adult Pass Ridership Profile

In order to determine who will be impacted by the adult monthly pass transitions, the monthly pass survey responses were cross-tabulated with the adult fare category. Although there are two distinct adult fare products transitioning to Clipper, the demographic profile was combined into one. This is due to the fact that there are currently fewer than 150 users of the Express pass. Table 4 presents the result of this analysis.

Table 4: Demographic Characteristics of Adult Pass Survey Respondents

Income Level	Percent of Responses	Minority Status	Percent of Responses
Low-Income	57%	Minority	66%
Higher Income	17%	Non-Minority	22%
No Response	27%	No Response	12%
Total	101% (due to rounding)	Total	100%

The analysis reveals that a majority of adult pass users are low-income (57%) and minority (66%), which suggests that these groups will be disproportionately affected by the fare media transition.

1. Adult Pass

Pre-Transition: Paper Adult Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product. Currently, approximately 8,000 adult passes are distributed each month.

Cost and Means of Procurement
Customers are able to obtain an Adult Pass for $70 in person between the 16th of the prior month and the 15th day of the pass validity month. The Adult Pass is sold by 48 third-party vendors in 12 communities within the VTA service area, plus VTA's two customer service centers and by mail from VTA.

Riding Privileges
The VTA paper Adult Pass is valid for unlimited rides on all VTA regular, limited stop, community, and light rail routes during the month for which it is issued.

The ride value of the paper Adult Pass can be applied towards a VTA route with a higher ride value, such as an express route. Customers are able to show the bus operator their Adult Pass and then pay the upgrade fare with cash.

Options for Socio-Economically Disadvantaged Riders
Approximately twenty-five non-profit organizations, social service agencies, and schools within VTA's service area distribute roughly 700 adult passes per month for free or at a discount to their clients.

Post-Transition: Clipper Adult Pass Program

Eligibility and Usage
The Adult Pass is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product.

Cost and Means of Procurement
The VTA Adult Pass can be loaded onto an adult Clipper card. Prior to the launch of Clipper in June 2010, the adult Clipper card cost $5, but since then it has been free. The cost of the Adult Pass remains the same, $70. Customers can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals. The vending window associated with the sale of the paper Adult Pass is the same for the Clipper form of the pass. The Adult Pass is sold by 63 Clipper third-party vendors in 17 communities within the VTA service area, plus VTA's two customer service centers.

Riding Privileges
The Adult Pass is valid for unlimited rides on all VTA regular, limited stop, community, and light rail routes during the month for which it is issued.

The Adult Pass can also be used for a fare credit on an express route. However, the customer must have enough cash value on his or her Clipper card to pay the upgrade fare (which is equal to the difference between the express fare and the local fare) or the Adult Pass will not count as a local fare credit. In this situation, the customer would need to pay the full fare using cash.

Options for Socio-Economically Disadvantaged Riders
Only the adult passes that are sold via retail outlets are being transitioned to Clipper-only availability. Paper adult passes that are distributed by non-profits and social service agencies to clients for free or at discounted rates will continue to be available after the fare media transition has occurred.

The key variables in comparing these two versions of the Adult Pass are summarized below.

Table 5: Summary of Changes for Adult Pass Transition		
Fare Product Features	**Pre-Transition: Paper Adult Pass**	**Post-Transition: Adult Pass on Clipper**
Cost of the Product	$70	$70
Riding Privileges	Valid entire month on regular, community, and light rail routes; fare credit on express routes	Valid entire month on regular, community, and light rail routes; fare credit on express routes
In-Person Access	48 retailers in 12 cities	63 retailers in 17 cities
Other Ways to Access	Mail	Mail, online, Autoload, phone
Options for Disadvantaged Patrons	Distribution by non-profits and social service agencies	Continued distribution (of paper passes) by non-profits and social service agencies

2. Express Pass

Pre-Transition: Express Pass Program

Eligibility and Usage
The Express Pass is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product. It provides the most utility for patrons who routinely travel on express routes. Currently, fewer than 300 express passes are purchased each month.

Cost and Means of Procurement
Adult customers are able to obtain an Express Pass for $140 in person between the 16th of the prior month and the 15th day of the pass validity month. The Express Pass is sold by 9 third-party vendors in 6 communities within the VTA service area, plus VTA's two customer service centers and from VTA by mail.

Riding Privileges
VTA accepts the paper Express Pass for payment of an adult fare on all of its regular, express, limited stop, community, and light rail routes. The VTA paper Express Pass is valid for unlimited rides on these routes during the month for which it is issued.

Post-Transition: Clipper Express Pass Program

Eligibility and Usage
It is intended for adult, full fare patrons, but there are no restrictions on who can purchase this fare product. It provides the most utility for patrons who routinely travel on express routes.

Cost and Means of Procurement
The VTA Express Pass can be loaded onto an adult Clipper card. Prior to the launch of Clipper in June 2010 the adult Clipper card cost $5, but since then it has been free. The cost of the Express Pass remains the same, $140. Customers can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a

participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals. The vending window associated with the sale of the paper Adult Pass is the same for the Clipper form of the pass. The Express Pass is sold by 63 Clipper third-party vendors in 17 communities within the VTA service area, plus VTA's two customer service centers.

Riding Privileges

The Express Pass is valid for unlimited rides on all VTA regular, express, limited stop, community, and light rail routes during the month for which it is issued.

The key variables in comparing these two versions of the Express Pass are summarized below.

Table 6: Summary of Changes for Express Pass Transition

Fare Product Features	Pre-Transition: Paper Express Pass	Post-Transition: Express Pass on Clipper
Cost of the Product	$140	$140
Riding Privileges	Valid entire month on all routes	Valid entire month on all routes
In-Person Access	9 vendors in 6 cities	63 vendors in 17 cities
Other Ways to Access	Mail	Mail, online, Autoload, phone

Potentially Adverse Effects of the Adult Pass Transitions

As tables 5 and 6 demonstrate, the cost of the adult and express passes and the riding privileges they provide do not change in the transition to Clipper. Moreover, Clipper affords riders increased methods of accessing the product in the form of online and Autoload purchasing. Finally, the paper adult passes that non-profits and social service agencies distribute for free or at a discount to their clients are not being transitioned to Clipper-only availability.

As mentioned above, the adult Clipper card is currently free, but MTC has proposed implementing a card acquisition fee of $3 with a minimum load of $2 in the near future. The proposed $3 cost of the adult Clipper card as well as the Clipper retail (in-person) distribution network will be discussed in the "Retail Network Distribution Analysis" section of this report.

3. Youth Pass

Youth Pass Ridership Profile

In order to determine who will be impacted by the Youth Pass transition, the monthly pass survey responses were cross-tabulated with the youth fare category responses. The results of this analysis are in Table 7.

Table 7: Demographic Characteristics of Youth Pass Survey Respondents			
Income Level	**Percent of Responses**	**Minority Status**	**Percent of Responses**
Low-Income	41%	Minority	71%
Higher Income	15%	Non-Minority	14%
No Response	44%	No Response	15%
Total	100%	Total	100%

The data indicates that 41% of Youth Pass users are low-income, although there is a high non-response rate to this question. A majority of survey respondents are minority (71%).

Pre-Transition: Paper Youth Pass Program

Eligibility and Usage
Patrons between the ages of 5 and 17 are eligible to use the Youth Pass. Currently, approximately 5,000 youth passes are distributed each month.

Cost and Means of Procurement
Customers are able to obtain a Youth Pass for $45 in person between the 16th of the prior month and the 15th day of the pass validity month. It is available at 45 sales outlets in 12 cities within the VTA service area, plus VTA's two customer service centers and by mail from VTA.

Riding Privileges
The Youth Pass is valid for unlimited rides on all VTA regular, express, limited stop, community, and light rail routes during the month for which it is issued.

Options for Socio-Economically Disadvantaged Riders
Approximately 20 schools and school districts, plus 10 non-profit organizations and social service agencies, distribute youth passes for free or at a discount to their students or clients. On average approximately 1,900 youth passes are distributed this way each month.

Post-Transition: Clipper Youth Pass Program

Eligibility and Usage
Patrons between the ages of 5 and 17 are eligible to use the Clipper form of the Youth Pass.

Cost and Means of Procurement
With Clipper, there are two steps required to obtain this fare product:

1. Acquire a youth Clipper card – one-time
2. Load and reload the pass onto the card as needed – ongoing

Youth patrons (or their parents or guardians) must first apply for a youth Clipper card. Within the VTA service area, this can currently be done at VTA's two customer service centers. Requirements for the application are proof of identification and birthdate. Upon submission of

the youth card application, youth patrons receive their card immediately. During the transition to Clipper, VTA will also be sponsoring a variety of events at schools, public facilities, and other locations to take accept applications and issue Youth cards. These efforts are described in greater detail in the outreach and enrollment section of this report.

The youth Clipper card is free. The cost of the Youth Pass remains the same, $45. After obtaining a youth Clipper card, customers can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals. The vending window associated with the sale of the paper Youth Pass is the same for the Clipper form of the pass. The Youth Pass is sold by 63 Clipper third-party vendors in 17 communities within the VTA service area, plus VTA's two customer service centers.

Riding Privileges

The Clipper Youth Pass is valid for unlimited rides on all VTA regular, express, limited stop, community, and light rail routes during the month for which it is issued.

Options for Socio-Economically Disadvantaged Riders

Only the youth passes that are sold via retail outlets are being transitioned to Clipper-only availability. Paper youth passes that are distributed by non-profits, social service agencies, and schools to clients for free or at discounted rates will continue to be available after the fare media transition has occurred.

The key variables in comparing these two versions of the Youth Pass are summarized below.

Table 8: Summary of Changes for Youth Pass Transition

Fare Product Features	Pre-Transition: Paper Youth Pass	Post-Transition: Youth Pass on Clipper
Cost of the Product	$45	$45
Riding Privileges	Valid entire month on all routes	Valid entire month on all routes
In-Person Access	45 vendors in 12 cities	63 vendors in 17 cities
Other Ways to Access	Mail	Mail, online, Autoload, phone
Procurement Process	No special requirements	One time application required to obtain a personalized Youth card
Options for Disadvantaged Patrons	Distribution by schools, non-profits and social service agencies	Continued distribution by non-profits and social service agencies

Potentially Adverse Effects of the Youth Pass Transition

As Table 8 illustrates, the cost of the Youth Pass and the riding privileges it provides do not change in the transition to Clipper. Moreover, Clipper affords riders increased methods of accessing the product in the form of online and Autoload purchasing. The transition to Clipper

does add a step to the procurement process in the form of the application procedure to acquire a youth Clipper card. The number of locations where youth Clipper cards can be acquired is limited, and the in-person application requirement is also more restrictive. However, after that initial step is completed, the ability to reload the card with the Youth Pass product is greatly enhanced. Finally, the paper youth passes that non-profits, social service agencies, and schools distribute for free or at a discount to their clients are not being transitioned to Clipper-only availability.

Changes to the in-person availability of the fare product will be discussed in the "Retail Network Distribution Analysis" section of this report.

4. *Senior/Disabled Pass Sticker*

Senior/Disabled Pass Ridership Profile

In order to determine who will be impacted by the Senior/Disabled Pass transition, the monthly pass survey responses were cross tabulated with the senior and disabled fare categories. The results of this analysis are in Table 9.

Table 9: Demographic Characteristics of Senior and Disabled Survey Respondents

Income Level	Percent of Responses	Minority Status	Percent of Responses
Low-Income	70%	Minority	51%
Higher Income	6%	Non-Minority	34%
No Response	24%	No Response	15%
Total	100%	Total	100%

The data in Table 9 reflects that the majority of Senior/Disabled Pass users are low-income (70%) and minority (51%), suggesting that these populations will be disproportionately affected by the fare media transition.

Pre-Transition: Senior/Disabled Pass Sticker Program

Eligibility and Usage
The Senior/Disabled Pass sticker can be used by persons with disabilities, seniors (65 years or older), and Medicare cardholders. Currently, roughly 5,500 Senior/RTC pass stickers are distributed each month.

Cost and Means of Procurement
There are two steps to procuring the Senior/Disabled Pass sticker. Patrons must first acquire a Regional Transit Connection (RTC) card, which since 2008, also functions as a Clipper card. Then, customers are able to obtain a Senior/RTC Pass sticker for $25 in person between the 16th of the prior month and the 15th day of the pass validity month. The sticker must be affixed to the RTC card to be valid. The sticker is available from 54 third-party vendors in 12 cities within the VTA service area, plus VTA's two customer service centers, and by mail from VTA.

Riding Privileges
The Senior/Disabled Pass is valid for unlimited rides on all VTA regular, express, limited stop, community, and light rail routes during the month for which it is issued.

Options for Socio-Economically Disadvantaged Riders
Approximately five schools or school districts and four non-profit organizations and social service agencies distribute senior/disabled passes for free or at a discount to students or clients. On average approximately 160 senior/sisabled monthly passes are distributed this way each month.

Post-Transition: Clipper Senior/Disabled Pass Program

Eligibility and Usage
As with the sticker version of the Senior/Disabled Pass, seniors, the disabled, and Medicare card holders all are required to have an RTC Clipper card to use this fare product.[1]

Cost and Means of Procurement
With Clipper, patrons first must apply for an RTC Clipper card, and then they will be able to load and reload the pass onto the card as needed.

The cost of the RTC Clipper card remains the same, $3. The cost of the Senior/Disabled Pass remains the same, $25. Once a customer has an RTC Clipper card, they can purchase this pass by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals. The vending window associated with the sale of the Senior/Disabled Pass sticker is the same for the Clipper form of the pass. The Senior/Disabled Pass is sold by 63 Clipper third-party vendors in 17 communities within the VTA service area, plus VTA's two customer service centers.

Riding Privileges
The Clipper Senior/Disabled Pass is a monthly pass that is valid for unlimited rides on all VTA regular, express, limited, community, and light rail routes during the month for which it is issued.

Options for Socio-Economically Disadvantaged Riders
Only the Senior/Disabled stickers that are sold via retail outlets are being transitioned to Clipper-only availability. Stickers that are distributed by non-profits and social service agencies to clients for free or at discounted rates will continue to be available after the fare media transition has occurred.

The key variables in comparing these two versions of the Senior/Disabled Pass are summarized in Table 10.

[1] In an effort to alleviate cost and administrative burden for both patrons and operators, the RTC program, in coordination with its member agencies, is planning to require senior patrons without disabilities to load senior products onto a senior Clipper card, and not an RTC card. The time frame for adoption of this new policy is to be determined. All current RTC Clipper card holders who are senior patrons will continue to be allowed to load discount fare products onto the RTC Clipper cards in their possession, and will automatically receive senior Clipper cards when their RTC Clipper cards come up for renewal.

Table 10: Summary of Changes for Senior/Disabled Pass Transition		
Fare Product Features	**Pre-Transition: Paper Senior/RTC Pass**	**Post-Transition: Senior/RTC Pass on Clipper**
Cost of the Product	$25	$25
Riding Privileges	Valid entire month on all routes	Valid entire month on all routes
In-Person Access	54 vendors in 12 cities	63 vendors in 17 cities
Other Ways to Access	Mail	Mail, online, Autoload, phone
Procurement Process	RTC Card required	RTC card or Senior Clipper Card required
Options for Disadvantaged Patrons	Distribution by schools and social service agencies	Continued distribution of stickers by schools and social service agencies

Potentially Adverse Effects of the Senior/Disabled Pass Transition

As Table 10 illustrates, the cost of the Senior/Disabled Pass and the riding privileges it provides do not change in the transition to Clipper. Moreover, Clipper affords riders increased methods of accessing the product in the form of online and Autoload purchasing. The transition to Clipper does not add a step to the procurement process, since the current sticker form of the pass is already only valid when affixed to an RTC card. Furthermore, the senior/disabled stickers that non-profits and social service agencies distribute for free or at a discount to their clients are not being transitioned to Clipper-only availability.

Changes to the retail availability of the fare product will be discussed later in the "Retail Network Distribution Analysis" section of this report.

5. Day Pass Tokens

Day Pass Token Ridership Profile

In order to determine who will be impacted by the day pass token transition, the day pass token survey responses were cross tabulated with the adult and youth fare categories (the two fare categories for which day pass tokens are available for purchase). The results of this analysis are in Table 11.

Table 11: Demographic Characteristics of Day Pass Token Survey Respondents			
Income Level	**Percent of Responses**	**Minority Status**	**Percent of Responses**
Low-Income	66%	Minority	54%
Higher Income	11%	Non-Minority	32%
No Response	23%	No Response	14%
Total	100%	Total	100%

The analysis indicates that the majority of day pass token users are low-income (66%) and minority (54%). However, social service agencies distribute the bulk of day pass tokens, and will continue to distribute the tokens after the fare media transition (which impacts general retail availability only). Therefore, the survey responses do not necessarily reflect the demographics of the patrons who will be impacted by the fare media transition.

Pre-Transition: Day Pass Token Program

Eligibility and Usage
The day pass token can be purchased by adult and youth patrons. Currently, approximately 9,000 day pass tokens are distributed each month.

Cost and Means of Procurement
Adult customers are able to obtain five day pass tokens for $27, which represents a ten percent discount off the standard day pass price of $6. Youth patrons can purchase five day pass tokens for $22.50, which represents a ten percent discount off the standard youth day pass price of $5. Day pass tokens are sold by 9 third-party vendors in 3 communities within the VTA service area, plus VTA's two customer service centers.

Riding Privileges
VTA accepts the day pass token for payment of a day pass fare, which provides unlimited rides on all regular and light rail routes within a given day. Tokens may not be used for fare upgrades or substituted for cash.

Options for Socio-Economically Disadvantaged Riders
As noted above, social service agencies within VTA's service area distribute the majority of day pass tokens, for free or at a discount to their clients.

Post-Transition: Clipper Day Pass Accumulator Program

Eligibility and Usage
There are no restrictions on who can access this fare product. Adult and youth patrons are able to receive the benefit of the Day Pass Accumulator when they have e-cash loaded onto their respective cards.

Cost and Means of Procurement
All patrons who have e-cash loaded onto a Clipper card automatically have access to the Day Pass Accumulator. Prior to the launch of Clipper in June 2010, the adult Clipper card cost $5, but since then it has been free, and the youth Clipper card is free. The standard (as opposed to the express) accumulator functions by capping the cost of a day's rides at $6 for adults and $5 for youth. Customers can access this product by acquiring a Clipper card and having cash value on their card. This can be accomplished by going to clippercard.com, calling the Clipper Customer Service Center, setting up Autoload, visiting a participating Clipper retailer, or by using a self-serve Add Value or Ticket Vending Machine located at select transit stations and terminals. Clipper e-cash is sold by 63 Clipper third-party vendors in 17 communities within the VTA service area, plus VTA's two customer service centers.

Riding Privileges
The Day Pass Accumulator provides unlimited rides on all VTA regular, community, and light rail routes for the day on which it is purchased.

Options for Socio-Economically Disadvantaged Riders
Only the day pass tokens that are sold via retail outlets are being transitioned to Clipper-only availability. Tokens that are distributed by social service agencies will continue to be available after the fare media transition has occurred.

The key variables in comparing these two versions of the Day Pass are summarized below.

Table 12: Summary of Changes for Day Pass Token Transition

Fare Product Features	Pre-Transition: Day Pass Token	Post-Transition: Day Pass Accumulator on Clipper
Cost of the Product	Adult – 5 for $27; Youth – 5 for $22.50	Variable – caps adult fare at $6, youth fare at $5, calculates best value
Riding Privileges	Valid entire day on regular routes	Valid entire day on regular routes
In-Person Access	9 vendors in 3 cities	63 vendors in 17 cities
Other Ways to Access	None	Mail, online, Autoload, phone
Options for Disadvantaged Patrons	Distribution by social service agencies	Distribution by social service agencies

Impacts of the Day Pass Token Transition

The cost of the day pass token will change in the transition to Clipper, in that the tokens provide a discount off of the regular day pass price. However, the Clipper implementation provides potential savings in a different way, in that patrons no longer have to decide at the beginning of a day if they will ride enough times to render the day pass fare cost-effective. [2] With the accumulator, a patron simply tags his or her Clipper card each time he or she rides, and when the threshold amount of $6 for adult patrons or $5 for youth patrons is reached, his or her card will no longer be charged a fare for the remainder of the day. In addition, after acquiring a Clipper card, Clipper affords riders increased methods of accessing the product in the form of a greatly expanded retail network and online and Autoload purchasing. Lastly, the social service agencies that currently distribute tokens to their clients will be able to continue doing so after the retail availability of the tokens is eliminated.

[2] Per the same on-board survey that provides the data for this report, approximately 42% of current day pass users take fewer than 3 rides in a day, thereby losing value by purchasing a day pass, even at the discounted rate afforded by the day pass token. Therefore, the Clipper implementation of an accumulator could provide savings to these riders.

Issues Applicable to Multiple Fare Products

Transfer Agreements

VTA has established transfer agreements with neighboring transit operators including Bay Area operators subject to MTC jurisdiction (and part of Clipper), as well as inter-regional operators. With the exception of those for some relatively newer operators, the existing agreements date back to the early 1990's and all assume the use of paper fare media which can be visually validated by coach operators or fare inspectors.

Under the existing agreements, transfers are controlled by location of use, which is not possible for most bus operators in Clipper. Under Clipper, transfers are controlled by time rather than by location. While Clipper's implementation of these transfers attempts to match as closely as possible the customer benefits provided with paper fare media, there are differences which may impact some riders. For example:

1. A rider holding a paper monthly pass may use it to transfer to another operator (at a transfer point) any time after riding their "home" system, or even without any prior boarding on their home system at all. Under Clipper, a prior boarding within two hours, on the home system, is required to get a transfer credit.

2. Conversely, whereas a rider holding a paper monthly pass is only eligible for transfer benefits at designated locations, a rider with a Clipper monthly pass is eligible for a transfer benefit at any location (as long as they have a prior boarding on their home system within the time limit).

With regard to impacts on customers, and Title VI protected groups specifically, it is not apparent that the change, generally from "location based" to "time based" transfers has any significant impacts. For most riders, already transferring at transfer points and within a two hour window, the net impact on their fares will be zero. For those rare situations where some riders may lose a transfer credit, there is generally also a number that may gain a credit.

In terms of specific inter-operator agreements, the planned discontinuation of VTA paper monthly passes will eliminate one means for VTA riders to receive a transfer credit on Monterey-Salinas Transit (MST); however, the number of VTA pass customers presently making such transfers is extremely low (possibly fewer than ten per month), and VTA day passes would continue to be valid for transfers to MST.

The discontinuation of VTA paper monthly passes will also eliminate a means for VTA customers to receive transfer benefits on the Highway 17 Express service operated by Santa Cruz Metro. However, the number of customers presently using VTA monthly passes for such travel is believed to be very limited given that for regular riders of the service, a special Highway 17 Monthly Pass is more cost effective. VTA paper day passes will continue to be available and valid for transfers to the Highway 17 express, for less frequent users of the service. Therefore the impact of discontinuing paper monthly passes is not expected to have a significant impact on Highway 17 service riders. If the impact is greater than expected, VTA will work with Santa Cruz Metro to identify appropriate mitigations.

Retail Network Distribution Analysis

As noted above, there are approximately 63 Clipper vendors located in 17 cities within VTA's service area. All Clipper vendors sell all fare products.[3] However, the change in in-person accessibility to the fare product requires closer examination to determine if there are adverse impacts on Title VI-protected communities. Therefore, all five fare products are analyzed herein. For the youth and senior/disabled passes, this analysis refers only to the reloading of the product onto the Clipper card, and not to the initial acquisition of the card.

First, predominantly low-income and minority census tracts within VTA's service area were identified. Utilizing the definitions and methodology in **Appendix D**, census tracts that were above the average for the service area for both low-income and minority concentrations were labeled predominantly low-income and minority, and are the cities listed in each of the tables below.

Then, VTA transit stops within these census tracts were noted, and ¼, ½, and ¾ mile buffers were drawn around these stops. Last, the numbers of paper fare product vendors within these three buffers were compared to the number of Clipper vendors within these three buffers.

A few notes regarding this analysis: One, the availability of VTA paper products varies by fare product, so there are five pass-specific tables displaying this analysis. Two, the Clipper vendors sell all products, so the numbers of Clipper vendors listed within each of these buffers remain constant for each table. Finally, the numbers in the ½ and ¾ mile radii are cumulative.

[3] Many clients of Santa Clara County Social Services receive state welfare benefits that are loaded on to an Electronic Benefit Transfer (EBT) card. Walgreens, which comprises about 70% of the Clipper retail network in VTA's service area, accepts EBT cards for purchasing Clipper value.

Table 13: Distribution Comparison of Paper and Clipper Adult Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Adult Vendors 1/4 mile**	**Paper Adult Vendors 1/2 mile**	**Paper Adult Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Campbell	2	3	3	3	4	4
Cupertino	0	0	0	0	0	0
Fremont	0	0	0	1	1	1
Gilroy	1	1	1	2	2	2
Milpitas	0	0	1	0	1	2
Morgan Hill	1	1	1	1	1	2
Mountain View	2	3	3	2	2	2
Palo Alto	0	1	2	1	3	3
San Jose	19	22	25	22	26	33
Santa Clara	3	3	3	2	2	3
Sunnyvale	0	3	3	1	1	4
Unincorporated Santa Clara County	1	3	7	2	6	10

For the Adult pass vendors, Mountain View and Sunnyvale show a slight disparity in favor of the paper adult fare product in the half-mile and three quarter-mile buffers, but in general, Clipper's retail availability is on a par with or better than the retail availability of the paper adult fare product.

A map of this analysis is included at **Appendix E**.

Table 14: Distribution Comparison of Paper and Clipper Express Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Express Vendors 1/4 mile**	**Paper Express Vendors 1/2 mile**	**Paper Express Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Campbell	2	3	3	3	4	4
Cupertino	0	0	0	0	0	0
Fremont	0	0	0	1	1	1
Gilroy	1	1	1	2	2	2
Milpitas	0	0	0	0	1	2
Morgan Hill	1	1	1	1	1	2
Mountain View	1	1	1	2	2	2
Palo Alto	0	1	2	1	3	3
San Jose	2	4	6	22	26	33
Santa Clara	2	2	3	2	2	3
Sunnyvale	1	1	4	1	1	4
Unincorporated Santa Clara County	0	1	3	2	6	10

For the Express Pass vendors, Clipper equals or enhances in-person availability of the fare product.

A map of this analysis is included at **Appendix F**.

Table 15: Distribution Comparison of Paper and Clipper Youth Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Youth Vendors 1/4 mile**	**Paper Youth Vendors 1/2 mile**	**Paper Youth Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Campbell	2	3	3	3	4	4
Cupertino	0	0	0	0	0	0
Fremont	0	0	0	1	1	1
Gilroy	1	1	1	2	2	2
Milpitas	0	0	1	0	1	2
Morgan Hill	1	1	1	1	1	2
Mountain View	2	3	3	2	2	2
Palo Alto	0	1	2	1	3	3
San Jose	18	21	24	22	26	33
Santa Clara	2	2	2	2	2	3
Sunnyvale	0	3	3	1	1	4
Unincorporated Santa Clara County	1	3	7	2	6	10

For the Youth Pass, Mountain View and Sunnyvale show a slight disparity in favor of the paper youth fare product in the half-mile and three quarter-mile buffers, but in general, Clipper equals or improves in-person accessibility to the fare product. A map of this analysis is attached at **Appendix G**.

Table 16: Distribution Comparison of Paper and Clipper Senior/Disabled Pass Vendors

	Pre-Transition			Post-Transition		
Area/City	**Paper Senior/RTC Vendors 1/4 mile**	**Paper Senior/RTC Vendors 1/2 mile**	**Paper Senior/RTC Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Campbell	2	3	3	3	4	4
Cupertino	0	0	0	0	0	0
Fremont	0	0	0	1	1	1
Gilroy	1	1	1	2	2	2
Milpitas	0	0	1	0	1	2
Morgan Hill	1	1	1	1	1	2
Mountain View	3	4	4	2	2	2
Palo Alto	0	1	2	1	3	3
San Jose	23	27	30	22	26	33
Santa Clara	2	2	2	2	2	3
Sunnyvale	0	3	3	1	1	4
Unincorporated Santa Clara County	2	4	8	2	6	10

For the Senior/Disabled pass vendors, Mountain View, San Jose, and Sunnyvale show a slight disparity in favor of the current Senior/Disabled sticker, but in general, there is near parity between the paper and Clipper availability of the fare product.

A map of this analysis is included at **Appendix H**.

Table 17: Distribution Comparison of Day Pass Token and Clipper Vendors

	Pre-Transition			Post-Transition		
Area/City	**Token Vendors 1/4 mile**	**Token Vendors 1/2 mile**	**Token Vendors 3/4 mile**	**Potential & Existing Clipper Vendors 1/4 mile**	**Potential & Existing Clipper Vendors 1/2 mile**	**Potential & Existing Clipper Vendors 3/4 mile**
Campbell	0	0	0	3	4	4
Cupertino	0	0	0	0	0	0
Fremont	0	0	0	1	1	1
Gilroy	0	0	0	2	2	2
Milpitas	0	0	0	0	1	2
Morgan Hill	0	0	0	1	1	2
Mountain View	0	0	0	2	2	2
Palo Alto	0	1	1	1	3	3
San Jose	6	6	8	22	26	33
Santa Clara	0	0	0	2	2	3
Sunnyvale	0	0	0	1	1	4
Unincorporated Santa Clara County	0	0	3	2	6	10

Finally, for the Token vendors, the Clipper vendor network greatly enhances in-person accessibility of the product.

A map of this analysis is included at **Appendix I**.

In summary, this analysis does not identify any potentially disparate impacts in regard to changing the retail accessibility of any of the fare products. While in several instances, there is a slight reduction in the number of vendors, this analysis does not conclude that a one-to-one duplication of the existing paper vendor network is necessary, due to the fact that Clipper provides a number of additional ways to access fare products. Furthermore, in many cases, the Clipper retail network enhances in-person accessibility of the fare products.

<u>Adult Clipper Card Acquisition Fee</u>

As mentioned earlier, the adult Clipper card is currently free, but prior to the regional roll-out of Clipper in June 2010, it carried an acquisition fee of $5. (Senior and youth cards are always free.) In order to address a variety of operational difficulties engendered by the waiving of the card fee, MTC has proposed and is currently considering instituting a $3 card fee plus the requirement of a two dollar minimum load upon first acquiring the card. Since this is a regional fee, and not one that is applied transit agency by transit agency, the Title VI implications of such a fee are being

examined in a separate analysis in conjunction with the finalization of the *Clipper Title VI Summary Report*. In conjunction with that analysis, outreach has been performed to determine whether the fee would present a burden to low-income and minority individuals throughout the Bay Area. The results of this outreach effort are currently being reviewed.

Customer Education and Outreach

VTA and MTC have started to work closely together to prepare VTA's ridership for the fare media transitions of the monthly passes and tokens. Current plans include approximately 85 outreach events between March and July 2012, with "street teams" providing information to (show a table with multilingual outreach) patrons at transit hubs, community events, community centers, shopping malls, Walgreens locations (where Clipper is sold), Lucky locations (where paper fare products will no longer be sold), along heavily used bus routes, senior centers, and schools. Many of these events will have multilingual street team staffing present to assist with LEP patrons, as needed. The locations of these outreach events will be identified through close coordination with VTA's partners such as Santa Clara County Social Services, NGOs, non-profit organizations and cultural associations. A list of these events will be appended to this report when it is available.

Marketing activities are also being finalized. Starting in March, all paper monthly passes will be wrapped with covers promoting the early transition to Clipper. The covers will have messaging in English, Spanish, Vietnamese and Chinese. Spanish language television and radio advertisements will be utilized to reach Hispanic riders. Transit advertisements placed in bus shelters, interior and exterior spaces and in VTA's 4G wi-fi splash page will be incorporated in the plan to reach a majority of our riders. Car cards announcing the fare media transition will be produced in six languages. Print ads will be placed in newspapers geared at the Latino, Chinese, Filipino, Vietnamese, Korean, and Punjabi communities. (Examples of these materials will be appended to this report upon their production.) Both the marketing and outreach plans were developed to reach 100% of current VTA riders as well as provide awareness to the non-riding public.

Enrollment Opportunities for Youth and Seniors

As part of the outreach events that VTA and MTC will be conducting, a number of them will provide both seniors and youth an opportunity to submit an application for a Clipper card. Greater detail on these events will be added to this report as the outreach planning progresses.

The eligibility verification and enrollment process for youth and seniors is one that was requested and created by the transit operators, in an effort to reduce fraudulent use of these heavily discounted fare products. It is expected that the numerous events held to promote enrollment for discount category patrons will support the initial fare media transitions. MTC has begun to engage transit agencies to define long term strategies to support eligibility verification and card issuance for discount cardholders.

Conclusion

Based on data gleaned from the passenger survey commissioned by VTA, all of the fare products being transitioned to Clipper-only availability are used disproportionately by low-income riders,

minority riders, or both. Potentially adverse impacts of the transition relate solely to the youth fare product, in that the locations to obtain a youth Clipper card are fewer and the procurement process currently requires the additional step of in-person submission of an application. In order to address this impact, MTC is planning to allow the acceptance of mail-in applications, which will remove both the in-person aspect and the geographic restrictions of the current process. MTC is working with VTA and other transit agencies to allow select locations such as schools and social service agencies to accept youth and senior Clipper card applications, verify eligibility, and transmit the applications to the Clipper contractor for processing. Prior to implementation of such arrangements, MTC, the transit agencies and any third-party partner, e.g. a school or social agency, will establish provisions to ensure the protection of Clipper patrons' personally identifiable information (PII).

Appendix K

Summary of Comments and MTC Responses/Recommendations-Clipper®

Title VI Documents

Summary of Comments and MTC Responses/Recommendations – Clipper® Title VI Documents

Draft Title VI Summary Report: Clipper® Fare Media Transitions (September 2, 2011)
SamTrans Fare Media Transitions to Clipper® - DRAFT Title VI Analysis (December 2011)
VTA Fare Media Transitions to Clipper® - DRAFT Title VI Analysis (March 2012)
Final Draft Title VI Summary Report: Clipper® Fare Media Transitions (May 2012)

MTC released the Draft Title VI Summary Report: Clipper® Fare Media Transitions on September 2, 2011. The report covers MTC's Title VI analyses related to the transition of AC Transit, BART, Caltrain, Golden Gate Transit and Ferry, and San Francisco Municipal Transportation Agency paper transit tickets and passes to Clipper®-only availability. In late 2011, MTC conducted outreach to solicit feedback on the Draft Title VI Summary Report. The outreach enabled MTC to collect input from persons protected by Title VI, including persons living in low-income and minority communities and/or those with limited English proficiency (LEP). MTC conducted a series of 12 focus groups related to the report, and MTC also solicited public comments by posting the report on MTC's website, posting a report summary translated into Spanish and Chinese on MTC's website, distributing news releases announcing the opportunity to provide comments, and placing advertisements in ethnic media outlets.

As part of the outreach, MTC conducted the focus groups in partnership with community based organizations (CBOs). The focus groups took place in seven cities: Concord, East Palo Alto, Oakland, Richmond, San Jose, San Francisco, and San Rafael. MTC selected these cities because of their geographic diversity, and because their residents include a range of individuals protected by Title VI. Focus groups are, by definition, not a representative sample, but they do offer an opportunity to receive detailed input from a group of people. A total of 202 participants attended the focus groups, the majority of whom identified as Latino/Hispanic (49.5%), Black/African American (22.3%), and Asian (20.3%).

In response to the solicitation for public comment, 15 individuals and organizations submitted comments; eight were from individuals. The following organizations/groups submitted comments: BART, AC Transit, West Contra Costa Transportation Advisory Committee, SamTrans, Caltrain, OUTREACH, and Silicon Valley Independent Living Center. Staff also made a presentation to the MTC Policy Advisory Council. All comments received through the public comment process are included in Table 1.

MTC released two subsequent reports: SamTrans Fare Media Transitions to Clipper® – DRAFT Title VI Analysis (December 2011) and VTA Fare Media Transitions to Clipper® DRAFT Title VI Analysis (March 2012). Both reports were distributed for public comment from April 2 to May 2, 2012. Comments are included in Tables 2 and 3.

MTC staff presented a revised Final Title VI Summary Report and recommendations regarding issues raised in the Title VI reports to MTC's Policy Advisory Council on May 9, 2012, and to a meeting of staff of transit agencies participating in Clipper® on May 10, 2012. Comments submitted during and after these meetings are included in Table 4.

The tables below include summary statements reflecting the general comments expressed by those providing feedback.

Table 1 – Comments to Draft Title VI Summary Report, Clipper® Fare Media Transitions (September 2011) and MTC Response

	Comments	MTC Response/Recommendation
	$3 Card Fee and $2 Minimum Load	
1.	Card fees pose a barrier to adoption of Clipper® for economically disadvantaged persons. MTC should eliminate the card acquisition fee. (focus groups, BART letter, Silicon Valley Independent Living Center letter, Outreach email)	Charging a card fee serves a number of important public purposes: it offsets the cost of procuring the cards (currently approximately $3.53 per card); discourages fare evasion through the fraudulent abuse of the negative balance feature; and discourages casual disposal and hoarding of cards. Title VI guidance in FTA Circular 4702.1A, Chapter V.4 states that offsetting benefits can be taken into account when assessing any adverse effects of proposed fare changes. In addition to the purposes described above, use of the Clipper® system meets a substantial need that is in the public interest and offers numerous benefits that improve the transit experience for all riders, regardless of race or income, including: transfer capabilities, the elimination of the need for exact change, balance restoration for lost or stolen cards, and the negative balance feature. MTC has determined that reinstatement of a $3 card acquisition fee for Adult cards is the least discriminatory alternative available and plans to reinstate the fee in September 2012.
2.	Minimum load and balance requirements pose a barrier to adoption of Clipper® for economically disadvantaged persons. (focus groups, Gail Price email, Outreach email)	MTC will eliminate the minimum load requirement in September 2012.
3.	MTC to reduce the card fee to $1 with a $2 minimum load. (AC Transit letter)	MTC is setting the card fee at $3 and eliminating the minimum load requirement.
4.	I strongly object to any fees for Clipper® cards. (Alice Sung email)	See response to comment no. 1.

	Comments	MTC Response/Recommendation
5.	MTC should conduct additional quantitative analysis to support the contention that charging a card fee is in the public interest. (BART letter, SamTrans email, AC Transit letter)	Since June 2010, when the $5 Clipper® card acquisition fee was suspended, MTC has tracked fraudulent use of the card that occurs when customers abuse the negative balance feature. MTC has determined there is a persistent pattern of fraud and abuse. When MTC implemented a requirement that customers' acquiring new cards load at least $2 in value, there was little reduction in the occurrence of fraud. In March 2011, MTC increased the minimum amount that customers must load on a new card to $5; this increase did reduce the frequency of customers' abusing the negative balance feature. However, MTC has determined that there is a continuing need to further reduce customers' abuse of the negative balance feature, and the reinstatement of a card fee that is not valid for transit fares, i.e. not a minimum load amount, will further reduce fraud.
6.	There are perceived inequities in the distribution of free Clipper cards, and some believe this disparity makes charging a card fee unfair. (focus groups)	MTC is developing a program to partner with community-based organizations serving low-income individuals to provide free cards on an ongoing basis.
7.	The card fee is not prohibitive, but some do not see the value in using Clipper®. (focus groups)	Comment noted.
8.	There is no reason to buy the card if there is no incentive, especially if it is difficult to get. MTC should offer incentives to use the card instead of charging people to get one. (focus groups)	There are incentives to use the card in that, with the transition of paper passes to Clipper®-only availability, the only way to get the discounts previously offered on paper will be with a Clipper® card. There are also other benefits from using the card, such as balance protection.
9.	The card should be provided for free to poor communities. (focus groups)	MTC is developing a program to partner with community-based organizations serving low-income individuals to provide free cards on an ongoing basis.
10.	Some questioned why they should pay for a card they don't need. (focus groups)	Not all transit riders need to acquire a Clipper® card. Transit riders retain the option to pay for individual (or single) rides

	Comments	MTC Response/Recommendation
		with cash.
11.	Government agencies with a lot of money should not ask poor people to pay for a card to ride transit. (focus groups)	Transit riders will always retain the option to pay for individual (or single) rides with cash.
12.	MTC should make the card free if you load a lot of money (such as $20) on it. (focus groups)	Comment noted.
13.	Many people think there will be perception that the $3 is a monthly fee. (focus groups)	MTC will include information regarding the one-time nature of the initial card fee in all materials and outreach.
14.	You should only have to pay a fee if you lose the card. (focus groups)	Comment noted.
15.	The fee is worth it if you ride many transit systems. (focus groups)	Comment noted.
16.	It would be acceptable to charge a fee and require a minimum load if people are educated that they can apply the $2 to their travel. (focus groups)	MTC will eliminate the minimum load requirement in September 2012.
17.	Make the card free through employers. (focus groups)	Employees who receive employee transit benefits can receive a free Clipper® card.
18.	It is inequitable that most people have to pay a fee when it is given away in random places. (focus groups)	MTC is developing a program to partner with community-based organizations serving low-income individuals to provide free cards on an ongoing basis. MTC will inform the public about the opportunities to take advantage of free-card promotions.
19.	A lower fee (e.g., 25 cents) would be acceptable. (focus groups)	MTC's analysis shows that a fee that low would not address the operational problems outlined in the response to comment no. 1.
20.	The card should be free if the system changes (e.g., requiring people to get Clipper® to continue using passes). (focus groups)	The Clipper® card acquisition fee has been suspended since June 2010, which covers the period of time in which the passes and tickets covered by this analysis transitioned to Clipper®-only availability.
21.	A small fee like $3 would not prevent them from getting a card. (focus groups)	Comment noted.

	Comments	MTC Response/Recommendation
22.	The fee is worth it for the convenience (e.g., not having to carry cash). (focus groups)	Comment noted.
23.	Imposition of a card fee could adversely affect youths, seniors and people with disabilities. (BART letter)	There is no fee for youth or senior Clipper® cards. Clipper® does not charge a fee for RTC Clipper® cards. The only fee charged is that charged by the RTC program, for which MTC is not responsible; the RTC program is managed by the participating transit agencies.
	Balance Restoration Fee	
24.	Rules regarding balance restoration fees are confusing to customers. (John Kennedy letter)	MTC will set a consistent $5 card and balance replacement fee that applies to all customers at all locations.
	Youth Card Application Access	
25.	Clipper® does not provide sufficient application locations. Areas specifically mentioned include West Contra Costa County and the BART and SamTrans service areas. (focus groups, BART letter, SamTrans email, WCCTAC letter)	MTC will develop a mail-in application for youth cards, as well as permitting email applications. MTC will continue to work with the transit agencies to explore ways to add application locations for youth cards.
26.	The reduction in the number of application locations relative to the number of retail locations previously available will be a hardship for BART customers. (BART letter)	MTC Resolution No. 3866, Revised, requires BART to reduce, but not eliminate, locations for purchasing red (disabled/youth) and green (senior) BART tickets. Further, MTC has deferred to BART with respect to the number and location of the vendors that will continue offering these tickets. As of April 2012, BART is selling red and green tickets through approximately 30 locations, and BART provides information about the locations through its website. MTC also is developing a mail-in/email application process for youth and senior cards.
27.	Clipper® has not held a sufficient number of outreach events targeted at youth. (focus groups)	MTC worked with transit agencies to determine the best ways to reach Title VI-protected individuals and added outreach events that targeted youths in each transit agency service area.

	Comments	MTC Response/Recommendation
		For SMFTA, MTC funded an effort that specifically targeted youth by arranging for outreach staff to distribute and accept youth card applications submitted through the San Francisco Unified School District; outreach staff also contacted private schools to participate in the same activities. For AC Transit, MTC outreach staff conducted two series of outreach events in 2010, which included participating in community events, reaching riders at Walgreens stores, and reaching out to riders on-board buses and at the TransBay Terminal. In 2011, MTC publicized and conducted a third round of outreach events, all targeting youths, including at three high schools and two youth centers, at two mall events, and at three community events. MTC also publicized and provided outreach support at the AC Transit Customer Service Center on four days. For BART, MTC publicized and conducted outreach at 46 BART stations and 3 malls; MTC also added outreach staff to support BART and Clipper® customer service centers right before and right after December 31, 2011, the transition date for BART fare media.
		For SamTrans, MTC conducted outreach at 21 retail events, 3 mall events and 14 transit station events. For VTA, MTC has planned outreach at more than 10 community events, 31 retail events, a minimum of 2 mall events, and at 20 transit station events, in addition to other outreach locations.

	Comments	MTC Response/Recommendation
		MTC also sent a mailing to all schools in the BART and SamTrans service areas (and plans to send a similar one to schools in the VTA service area) to promote the outreach events and offer to hold events on-site at schools.
28.	Hours when current locations can be accessed are limited; customers cannot access them outside of business hours (no evening or weekend hours), and they often require travel. (focus groups, WCCTAC letter)	MTC is implementing a mail-in/email application process for youth cards to ensure that customers who cannot come to an in-person application location can still apply for a youth card.
29.	The application asks for too much personal information that was not required previously. (focus groups)	Clipper® requires date of birth information because the transit agencies have varying policies for qualifying for age-based discounts, e.g. a 15-year old is an adult on BART, but a youth on AC Transit. Clipper® requires other personal information to minimize the possibility that an individual customer could fraudulently acquire two discount fare Clipper® cards. Personal information submitted by applicants for certain discount cards or by customers choosing to register their cards is protected by the restrictions on use of personal information in the Clipper® privacy policy.
30.	Clipper does not provide sufficient educational material in languages other than English. (focus groups, WCCTAC letter)	MTC has produced Clipper® information (the general All About Clipper® brochure and customer guides) in English, Spanish, Chinese, Vietnamese, and Korean.
31.	Some participants were concerned about providing the personal information required to obtain a youth card if they were undocumented; they fear their information may be shared with other state and federal agencies. (focus groups)	Clipper® requires date of birth information because the transit agencies have varying policies for qualifying for age-based discounts, e.g. a 15-year old is an adult on BART, but a youth on AC Transit. Clipper® requires other personal information to minimize the possibility that an individual customer could fraudulently acquire two discount fare Clipper® cards. Personal information received by MTC in the course of administering the Clipper® program is protected by a comprehensive privacy policy. In addition, the Clipper®

	Comments	MTC Response/Recommendation
		program will begin to accept those school IDs that show a student's birth date as a form of identification for proving eligibility for a youth Clipper® card, and MTC will consider, through discussion with the transit agencies, expanding the number of documents accepted as proof of eligibility.
32.	English proficiency (or lack thereof) is a barrier to applying for a Clipper® youth card. (focus groups, WCCTAC letter)	MTC has translated printed materials into appropriate languages per the direction of the transit agencies. MTC also provides multilingual outreach staff for outreach events.
33.	Reducing the number of vendors that accept applications will not materially reduce fraud. (BART letter)	Participating transit agencies designed the youth card application process to reduce fraud.
34.	MTC should develop a mail-in application process. (focus groups, BART letter)	MTC is developing a mail-in/email application process for youth cards.
35.	Is MTC working through high schools and junior high schools? (focus groups)	MTC and its transit agency partners have conducted outreach through schools in targeted communities (those with a high percentage of Title VI-protected residents). MTC has also participated in discussions with transit agencies concerning other approaches for expanding the options for customers to submit applications for youth cards.
36.	Schools should distribute Clipper® cards. (focus groups)	Distribution of youth Clipper® cards requires specific equipment that can encode the customer's date of birth on a Clipper® card. Accordingly, the distribution of Clipper® cards is centralized at a small number of locations, and MTC does not have a budget to expand the number of locations. In order to facilitate improved access to the cards, MTC is developing a mail-in/email application process for youth cards. MTC has also participated in discussions with transit agencies concerning other approaches for expanding the options for customers to submit applications for youth cards.
37.	It is too difficult to get a youth card. (focus groups, WCCTAC letter)	MTC is developing a mail-in/email application process for youth cards to ensure that customers who cannot come to an

	Comments	MTC Response/Recommendation
		in-person application can still apply for a youth card.
38.	Requiring a birth certificate is a burden/stressful. (focus groups)	Clipper® accepts multiple forms of identification as proof of age. In addition, MTC and the transit agencies are exploring expanding the number of documents accepted as proof of eligibility.
39.	Sometimes you have to go to more than one place to get a youth card. (focus groups)	MTC is developing a mail-in/email application for regular youth Clipper® cards; customers wishing to purchase an AC Transit youth pass will need to comply with the policies established by AC Transit for customers who wish to use that fare product.
40.	Retailers should be able to identify who is a youth. (focus groups)	Retailers can sell value to customers who already have youth cards.
41.	Take applications at malls. (focus groups)	MTC has held special events to provide additional opportunities to apply for a youth card, including at malls.
42.	MTC should attend parent meetings to educate parents. (focus groups)	MTC and its transit agency partners have conducted outreach through schools in targeted communities (those with a high percentage of Title VI-protected residents). MTC has also participated in discussions with transit agencies concerning other approaches for expanding the options for customers to submit applications for youth cards.
43.	MTC should accept alternate forms of identification: student IDs, medical ID cards, etc. (focus groups)	The Clipper program will begin to accept those school IDs that show a student's birth date as a form of identification that proves eligibility for a youth Clipper card, and MTC is exploring expanding the number of documents accepted as proof of eligibility for youth card applications.
44.	Go to where free food programs distribute food to accept youth applications. (focus groups)	MTC is developing a mail-in/email application for regular youth Clipper® cards. In addition, MTC has participated in discussions with transit agencies concerning other approaches for expanding the options for customers to submit applications for youth cards.

	Comments	MTC Response/Recommendation
45.	Hold one-day special events for youths to apply. (focus groups)	MTC has held special events to provide additional opportunities to apply for a youth card, including at malls.
46.	It is much more difficult to get youth passes than it used to be. (focus groups)	MTC is developing a mail-in/email application for regular youth Clipper® cards; customers wishing to purchase an AC Transit youth pass will need to comply with the policies established by AC Transit for obtaining an AC Transit-issued youth card.
47.	The reduction of discount card application locations constitutes different treatment for youths, seniors and people with disabilities than regular adult customers. (BART letter)	The number of application locations for RTC cards used by persons with disabilities remains the same as it was prior to Clipper®. Regarding the availability of red (disabled/youth) and green (senior) BART tickets, MTC has deferred to BART with respect to the number and location of the vendors that will continue offering these tickets. As of April 2012, BART is selling red and green tickets through approximately 30 locations, and BART provides information about the locations through its website. Finally, MTC is developing a mail-in/email application for youth and senior Clipper® cards.
48.	MTC should seek input from youths, seniors and people with disabilities prior to changing program policies. (BART letter)	MTC conducted 12 focus groups in communities composed primarily of minority, low-income and/or limited English speaking residents and solicited public comment through press releases and ads in minority media. MTC made a special effort to include parents who could address minority, low-income and/or LEP youth concerns in the focus groups. Persons with disabilities were not the subject of the analysis, but MTC has in the past and would continue to see the input of persons with disabilities in implementing any program policy changes related to physical accessibility.
	Retail Network	
49.	We agree that Clipper® retail availability is deficient in the two locations identified in the draft Clipper® Title VI report	MTC has added retailers in the two locations identified as deficient. MTC will continue to monitor the retail network to

	Comments	MTC Response/Recommendation
	(in the AC Transit and SFMTA service areas). (focus groups)	ensure adequate geographic coverage, particularly for minority and low-income individuals.
50.	Limited vendors/machines located near transit represent a significant challenge for riders who need to add fare during a trip. (focus groups)	MTC has added retailers in the two locations identified as deficient. MTC will monitor the retail network to ensure that adequate retailers are retained. In addition, the negative balance feature is intended to help customers complete a trip even if the customer does not have sufficient value for the entire fare.
51.	Customers are unaware of where retailers were located. (focus groups)	The Clipper® website, clippercard.com, lists all participating retail locations.
52.	MTC should establish additional retail locations in partnership with various public and private entities. Clipper® should be available at places other than Walgreens (e.g., city halls, chambers of commerce, business parks, gas stations, malls, supermarkets, libraries, nonprofits, welfare office, churches, community centers, McDonalds, Walmart, check cashing businesses, CVS, Latino stores, community colleges, DMV, ATMs, Metro PCS, kiosks on the street, cannabis clubs, Target). MTC should consider offering a mobile retail service. (focus groups, MTC Policy Advisory Council feedback)	While Walgreens is a significant retail partner, the current retail network includes malls, check cashing businesses, grocery stores, and local stores serving Title VI-protected individuals. Self-serve devices are available at all BART and Muni Metro stations. MTC is exploring ways to partner with community based organizations for the purposes of card distribution.
53.	There should be more retailers in low-income areas. (focus groups)	MTC's analyses show that locations of Clipper® retailers are sufficient to meet the needs of the vast majority of low-income customers. However, MTC has added retailers in the two locations identified as deficient, and MTC will monitor the retail network to ensure that adequate retailers are retained to meet the needs of low-income individuals.
54.	People should not have to travel so far just to load value on the card. (focus groups, Michael Daugelli email)	Customers also multiple options for loading Clipper® value including adding value at 350 Clipper® retailers, over the phone, on the Clipper® website, at transit agency ticket

	Comments	MTC Response/Recommendation
		offices, at BART and Muni stations and Golden Gate Ferry terminals with Clipper® vending machines, and at Add Value Machines at selected Caltrain stations. Customers will be able to add value at VTA ticket machines later this year. MTC works with the transit agencies to identify high priority retailers, many in low-income and minority communities. The ultimate decision whether or not a retailer will participate in the Clipper® program is up to the retailer; a retailer cannot be mandated to vend Clipper®.
55.	Walgreens is the only retailer advertised; people do not know there are other retailers. (focus groups)	MTC lists all retailers on clippercard.com. MTC is developing printed brochures that list retail locations.
56.	The places in my area code are all easy to get to. (focus groups)	Comment noted.
57.	You should be able to load value on the card at bus stops and at transit stations. (focus groups)	Customers can add value over the phone, on the Clipper® website, at BART and Muni stations and Golden Gate Ferry terminals, and at Add Value Machines at selected Caltrain stations and bus hubs. Customers will be able to add value at VTA ticket machines later this year.
58.	Clipper® needs to advertise retail locations in foreign-language media. (focus groups)	MTC produces lists of nearby retailers for use in outreach events; these lists are translated into multiple languages based on the language needs where outreach events take place.
59.	MTC should offer fees for referrals for new retailers. (MTC Policy Advisory Council feedback)	Comment noted.
60.	A paperless ticket program may adversely impact individuals with limited English, minorities, and low-income individuals who do not have ready access to purchasing a card and adding value to it. (Gail Price email)	Comment noted.
	Customer Outreach and Education	

	Comments	MTC Response/Recommendation
61.	MTC has not conducted sufficient outreach in order to reach all customers. (focus groups)	In addition to the original 800 outreach events MTC conducted in fiscal year 2010-11, MTC has conducted an additional 332 outreach events in fiscal year 2011-12 to support the SFMTA, BART and SamTrans fare media transitions. As of April 2012, MTC currently has planned an additional 96 outreach events to support the transition of VTA passes to Clipper®-only availability. MTC will continue to conduct outreach to support specific initiatives, such as reinstatement of a card fee.
62.	Communities outside the San Francisco and Oakland urban centers have seen little or no outreach for the Clipper® program. (focus groups)	MTC has conducted outreach events in the geographic areas served by the transit agencies transitioning paper tickets and passes to Clipper®-only availability, and MTC has scheduled the events to coincide with these transitions. While MTC and the transit agencies have concentrated events at the locations with the greatest number of transit riders, which are often in the most densely populated areas, MTC and the transit agencies have also planned events throughout the service areas of the respective transit agencies.
63.	MTC should conduct additional outreach with an emphasis on educating the public in geographically and culturally isolated communities. (focus groups)	MTC has increased its efforts to conduct outreach in more remote areas with limited access to in-person customer services. An example is outreach events planned in Gilroy to support the transition of VTA paper passes to Clipper®-only availability.
64.	Outreach events need to be more informative, detailing the changes that will occur following the transition to the Clipper® program. (focus groups)	Comment noted.
65.	MTC should conduct more outreach in non-English languages. (focus groups)	MTC outreach staff members are fluent in Spanish, Mandarin, Cantonese, Vietnamese, Russian, Tagalog and Korean. All outreach events are staffed by outreach staff members who are fluent in appropriate languages, based on the location of

	Comments	MTC Response/Recommendation
		the outreach event.
66.	MTC should conduct more outreach through partnerships with community-based and other organizations (e.g., churches, retailers, YMCA, county offices, city halls, libraries, drug and alcohol rehabilitation centers, employment centers, malls, festivals, Laundromats, clinics, hospital waiting rooms, apartment complexes, health fairs, child care centers, police stations, community colleges, public housing. (focus groups)	MTC is developing a program to partner with community-based organizations for the purpose of card distribution and customer education.
67.	Target communities where residents are transit-dependent. (focus groups)	MTC conducted outreach to reach all transit riders impacted by the transition of paper tickets and passes to Clipper®-only availability. In planning the outreach events, MTC paid special attention to ensuring that events took place in locations that would effectively reach Title VI-protected individuals.
68.	Educate people about the benefits of Clipper®. (focus groups)	All MTC outreach material includes information about the benefits of Clipper®.
69.	Ensure that information is handed out with cards. (focus groups)	Customers receive written information in multiple languages at outreach events. If customers do not receive information, they can also call the Clipper® Customer Service Center, which can provide assistance through a language line service.
70.	TV ads don't explain thoroughly how to use the card. (focus groups)	Comment noted.
71.	Hold community meetings to explain how to use the card. (focus groups)	MTC and transit agencies provided Clipper® information through various community events.
72.	Incorporate education about Clipper® into other MTC meetings in communities. (focus groups)	MTC will provide Clipper® information materials at MTC-sponsored meetings.
73.	Conduct outreach on an ongoing basis. (focus groups)	MTC is developing a program to partner with community-based organizations for the purpose of card distribution and customer education.
74.	Hire people from within the community MTC is targeting to	Comment noted.

	Comments	MTC Response/Recommendation
	conduct outreach; create jobs through outreach. (focus groups)	
75.	Set up outreach events so people can load money on the card at the same time. (focus groups)	Many of the outreach events have taken place at transit stations and retailers that have the capability for customers to add value to their cards. For example, all BART and Muni Metro stations have Clipper® vending machines, and many events took place at Walgreens stores that also have the capability to allow customers to add value.
76.	Ensure that outreach staff are fully educated, so they can answer all questions. (focus groups)	All Clipper® outreach staff goes through comprehensive training and carry reference materials to provide as much assistance to customers as possible. If they cannot answer all customer questions, customers can also call the Clipper® Customer Service Center, which can provide assistance in all languages.
77.	Ads on transit do not educate about anything beyond the fact that there is a card. (focus groups)	Comment noted.
78.	Conduct demonstrations on TV, especially on foreign-language channels. (focus groups)	Comment noted.
79.	Create a DVD that shows people how to use it. (focus groups)	Comment noted.
80.	Show videos in BART stations. (focus groups)	Comment noted.
81.	Conduct outreach targeted at people with disabilities. (focus groups)	Comment noted.
82.	Advertise outreach events ahead of time. (focus groups)	MTC and transit agencies advertise events in advance, through advertising, media relations the Clipper® website, Facebook and Twitter.
83.	Run more foreign-language ads. (focus groups)	Every Clipper® advertising initiative has included advertising in multiple languages and advertising in ethnic media outlets.
84.	Put ads on grocery items (e.g., milk cartons). (focus groups)	Comment noted.
85.	Send mailings to residents. (focus groups)	Comment noted.

	Comments	MTC Response/Recommendation
86.	Place ads at ATMs. (focus groups)	Comment noted.
87.	Outreach staff should speak the same language as the communities they are reaching. (focus groups)	MTC makes every effort to staff outreach events with staff members that speak the predominant languages in the area being served.
88.	Outreach staff should be of the same economic status as they people they are trying to reach. (focus groups)	Comment noted.
89.	MTC should include customer education information on city websites. (MTC Policy Advisory Council feedback)	Any city or other government-sponsored website can provide links to the Clipper® website as a way to facilitate access to online information about Clipper®.
90.	It is wasteful of MTC to make sure that everyone, regardless of language, is fully informed about the Clipper® card. (H. Giles email)	Comment noted.
91.	Why does MTC publish materials in foreign languages? (H. Giles email)	Comment noted.
	Other	
92.	When card readers malfunction, text on them is in English only. (MTC Policy Advisory Council feedback)	In addition to the text information, Clipper® card readers have lights and tones that indicate successful/unsuccessful transactions. The lights and tones are designed to provide information to customers who cannot read the text display.
93.	MTC's Title VI report does not reflect that most BART red and green ticket customers are minority and/or low-income. (BART letter)	While the MTC methodology did not reflect the same conclusion about red and green ticket customers, as noted above, MTC has allowed BART to continue sales of paper red and green BART tickets and to distribute them through BART outlets as the agency determines appropriate. As of April 2012, BART still offers about 30 outlets where customers can get red youth/disabled tickets. MTC also is developing a mail-in/email application process for youth cards.
94.	The transition of BART High Value Discount tickets to Clipper®-only availability adversely affects certain customers. (BART letter)	The MTC methodology did not reflect the same conclusions for the High Value Discount (HVD) tickets. MTC's methodology focused on persons living in low-income

	Comments	MTC Response/Recommendation
		communities, minorities, limited English proficiency individuals. As of the release of the this report, the HVD paper tickets are still available for purchase at a limited number of locations. MTC Resolution No. 3866, Revised, does not require complete phase out of the tickets until the launch of new functionality on the Clipper® website that will minimize negative impacts for most remaining customers of the HVD tickets. The new functionality will allow customers to combine funding sources, e.g. a transit benefit and a customer's credit card, for the purpose of purchasing passes and tickets.
95.	If MTC allows some people to take advantage of the negative balance feature (being able to use the card by putting only $2 on it), then this advantage should be available to everyone. (H. Giles email)	Comment noted.
96.	How do individuals who used to get reimbursed for purchasing paper tickets get reimbursed with Clipper® purchases? (Juan Moroder email)	All in-person devices that add Clipper® card value generate receipts for customers. In addition, customers can print a receipt after placing an online order. Customers also can use the transaction history report on the Clipper® website to provide documentation of purchases for the purpose of reimbursement.
97.	Some people do not want their travel to be tracked. Some people also do not have access to phones, the Internet, or credit cards. Customers should always have the option to pay cash. (Nancy Piotrowski email)	All transit agencies participating in Clipper® offer a cash payment alternative for single trips.
98.	The Clipper® Title VI report is useless busywork. (Rachel Resnikoff email)	Comment noted.
99.	MTC based its equity analyses for all Clipper® cards on insufficient data. (BART letter, Caltrain email)	MTC worked with all affected transit operators to obtain their best available passenger survey data to support these analyses.

	Comments	MTC Response/Recommendation
100.	The Title VI Report fails to meet the FTA requirement to provide "substantial legitimate justification" for disproportionately high and adverse effects and show that alternatives would have "more severe and adverse" discriminatory effects. (BART letter)	Section III.D, Card Policy, of the Final Title VI Summary Report Clipper® Fare Media Transitions includes a detailed description of the benefits of the Clipper® program, issues related to the issuance of free cards, alternatives considered by MTC, and the substantial legitimate justification or substantial need in the public interest for maintaining the card fee.
101.	MTC should reconsider whether the determinations on which fare media are transitioned to Clipper® deny the benefits of Clipper® based on criteria set forth for protection under Title VI. (SamTrans email)	During the design and review process of the TransLink®/ Clipper® system, MTC worked with transit agencies region-wide to determine which fare products were compatible with the Clipper® technology and distribution processes available through the regional Clipper® program services. Many fare products distributed through "institutional" programs – fare products that are not generally available to the public that require verifiable eligibility verification, such as income level – were excluded from Clipper® implementation. All future analyses of fare products added to the Clipper® program will be conducted consistent with FTA guidance.

Table 2 – Comments to SamTrans Fare Media Transitions to Clipper® - DRAFT Title VI Analysis (December 2011) and MTC Response

No comments were received on this report.

Table 3 – Comments to VTA Fare Media Transitions to Clipper® - DRAFT Title VI Analysis (March 2012) and MTC Response

	Comments	MTC Response/Recommendation
1.	Report should reflect that VTA has encouraged and requested MTC to allow select locations such as schools, social service agencies, nonprofits, community centers, etc., to accept youth and senior Clipper® card applications, verify eligibility, and transmit applications to the Clipper® contractor for processing and to distribute and load value to cards at these sites. (VTA letter)	MTC is developing a mail-in/email application for youth and senior Clipper® cards, and MTC will continue to work with the transit agencies to explore ways to make the Clipper® youth and senior card more accessible. MTC notes that VTA participated with the other Clipper® operators in the design of Clipper® youth and senior discount cards. The current design reflects a balance between convenience for the customer and a desire to reduce fraud for the transit operators.
2.	The requirement to travel to San Francisco to resolve a billing dispute or other issue with a live customer service agent constitutes a significant burden and negative impact to Santa Clara County residents. (VTA letter)	Clipper® customer service locations cannot resolve billing disputes. The Clipper® customer service accessed by phone, email or website provides a comprehensive array of customer services. The in-person locations can replace Clipper® cards (with some restrictions), but requests for replacement cards can also be conveniently submitted online, by phone, and by form.

Table 4 – Comments on Final Title VI Summary Report: Clipper® Fare Media Transitions and MTC Response

	Comments	MTC Response/Recommendation
1.	BART's concerns about a Title VI analysis and public input have been addressed. (BART letter)	Comment noted.
2.	BART recognizes that MTC defers to BART on number and location of paper ticket outlets. BART will ensure any such determination is informed by public input and will work with MTC to secure funding for outlets. (BART letter)	Comment noted.
3.	BART has continuing concerns that riders with limited access to credit will be precluded from this discount fare without other permanent cash alternatives for High Value Discount tickets. (BART letter)	MTC has continued to allow sales of BART high value discount tickets at various locations.
4.	We support MTC's plans to modify the Operating Rules to allow for mail-in applications for senior and youth discount cards. (BART letter, SamTrans/Caltrain email, SFMTA email)	Comment noted.
5.	Descriptions of the card replacement fee and balance restoration fee are confusing. (Golden Gate Transit email)	MTC revised the text in Section III.E. Card Policy, Subarticle 2, Operational Issues and Minimum Load Requirements of the *Report* to include the following: "In addition to the recommendation concerning the card fee, MTC plans to combine the separate $5 balance restoration fee and $5 card replacement fee into a single $5 card balance restoration/card replacement fee that applies for all customers at all locations. For most customers, this will mean a $5 cost reduction for the two services (customers with Autoload already received both services for $5 so there will be no change for Autoload customers)."
6.	MTC should provide clarification on when the $3 card fee will be charged and when the $5 replacement fee would be charged.	See above.

	Comments	MTC Response/Recommendation
7.	We are pleased MTC has undertaken additional public outreach related to the Clipper® transition and introduced additional mitigation measures. (SamTrans/Caltrain email)	Comment noted.
8.	MTC should work with schools to identify the best means for ensuring eligibility for the youth discount, including verification of birthdates to be provided directly by schools in a form other than or in addition to a school identification card. (Caltrain/SamTrans email)	MTC will continue to work with transit agencies to explore ways to make youth cards more accessible.
9.	The District requests that MTC establish at least one Clipper® card vendor in Half Moon Bay. (SamTrans/Caltrain email)	The Title VI analysis for SamTrans did not indicate a vendor deficiency in Half Moon Bay. Nonetheless, MTC has worked extensively with Cubic to recruit a vendor in Half Moon Bay based on SamTrans' request. Thus far, no merchants have agreed to participate in the Clipper® vendor network. MTC requests SamTrans' assistance in securing a vendor in Half Moon Bay.
10.	We question whether the population of registered Clipper® card users surveyed in November 2011 offers the best insights into whether there are sufficient vendor network. MTC should state the percent of Clipper® cards that are registered. (SamTrans/Caltrain email)	MTC revised the text in Section III.D. Subarticle 1, Clipper® Retailer Network of the *Report* to include the following statement: "At the time MTC conducted the survey, 44% of the active Clipper® cards were registered to customers, which means that the above survey results reflect the input of slightly less than half of all customers. In the future, MTC plans to conduct surveys that engage both registered and unregistered customers. As mentioned above, input gathered through surveys is just one of several ways in which MTC will continue to assess the comprehensiveness of the retailer network."
11.	The data analysis provided may not fully explore the potential implications of the Clipper® transition, particularly the new proposed card fees, on protected communities. (SamTrans/Caltrain email)	Charging a card fee serves a number of important public purposes: it offsets the cost of procuring the cards (currently approximately $3.53 per card); discourages fare evasion through the fraudulent abuse of the negative balance feature;

	Comments	MTC Response/Recommendation
		and discourages casual disposal and hoarding of cards. Title VI guidance in FTA Circular 4702.1A, Chapter V.4 states that offsetting benefits can be taken into account when assessing any adverse effects of proposed fare changes. In addition to the purposes described above, use of the Clipper® system meets a substantial need that is in the public interest and offers numerous benefits that improve the transit experience for all riders, regardless of race or income, including: transfer capabilities, the elimination of the need for exact change, balance restoration for lost or stolen cards, and the negative balance feature. MTC has determined that reinstatement of a $3 card acquisition fee for Adult cards is the least discriminatory alternative available and plans to reinstate the fee in September 2012.
12.	SFMTA applauds the additional multilingual outreach and public participation efforts of MTC with regard to LEP and non-LEP customers and their commitment to continuing such efforts and working closely with the transit agencies and community-based organizations throughout the region. (SFMTA email)	Comment noted.
13.	Has MTC conducted a fare equity analysis on the card acquisition fee to determine if there will be disparate impacts on low-income and minority customers? (SFMTA email)	MTC and FTA staff discussed the analysis done to determine any potential disparate impacts related to the card fee. FTA informed MTC that the analysis had not followed the FTA equity analysis guidelines in studying the imposition of a $3 card fee. Rather than requesting a redo of the analysis, the FTA requested that MTC provide a detailed overview of the analysis performed, along with a description of the benefits of the Clipper® program, issues related to the issuance of free Clipper® cards, alternatives considered by MTC, and the substantial legitimate justification or substantial need in the

	Comments	MTC Response/Recommendation
		public interest for maintaining the Clipper® card fee. MTC will analyze any future fare change in accordance with FTA guidance, and will confer with any impacted transit operators concerning the analysis.
14.	It is unclear which CBOs MTC plans to work with or how many cards would be distributed; it is difficult to determine how this approach would mitigate potential impacts to affected customers throughout the region. MTC should provide public notice about where to obtain a free Clipper® card and require that free cards be made available at all sales locations operated by transit agencies. (SFMTA email)	As of June 2012, the initiative to enlist CBO assistance is in the early planning phase; MTC has yet to determine details such as the quantity of adult Clipper® cards that will be available at CBOs, the number of CBOs that MTC will engage, the expectations for the CBOs for limiting the availability of free adult Clipper® cards to participants in the CBO programs, versus making Clipper® cards available to the general public, and any compensation for CBOs. MTC expects to finalize details of the initiative by Fall 2012.
15.	How does MTC plan to engage with CBOs? What type of funding will be provided to CBOs for their assistance with outreach? How will MTC decide how many locations per county? (Policy Advisory Council)	See response no. 14 above.
16.	SFMTA reserves comment on the language included in the "FINAL REPORT SUPPLEMENT: Revised MTC Action" column pending MTC's response to SFMTA's fare equity analysis question. (SFMTA email)	Comment noted.
17.	Clipper® staff should be commended for their work relating to the accessibility of the Clipper® card. (Policy Advisory Council)	Comment noted.
18.	Why does the analysis ignore County Connection and other operators in Eastern Contra Costa County? When are other transit agencies such as WestCAT and County Connection going to accept Clipper®? (Policy Advisory Council)	County Connection does not currently utilize Clipper®, nor do any other operators in Eastern Contra Costa County. These agencies will begin accepting Clipper® cards in 2013. The focus of MTC's Title VI analyses is the fare products that MTC required transition to Clipper®-only availability vis-à-vis Resolution 3866.

	Comments	MTC Response/Recommendation
19.	Why does the analysis about seniors focus on San Francisco as opposed to Rossmoor and/or other locations with concentrations of seniors? Were seniors in the Rossmoor area targeted for input during the Clipper® outreach/public participation process? (Policy Advisory Council)	The focus of MTC's Title VI analyses is the fare products that MTC required transition to Clipper®-only availability vis-à-vis Resolution 3866. Since SFMTA's Senior Pass product was included in the Resolution, there was an analysis of impacts to seniors in San Francisco. Because County Connection does not currently operate Clipper®, the analysis did not focus on seniors in that area. Seniors in Rossmoor were not targeted for public participation to provide comments on the *Draft Clipper® Title VI Report*, but BART staff held multiple outreach events in Rossmoor in anticipation of the BART fare media transition.
20.	What was the methodology for determining disparate impacts on seniors and persons with disabilities? (Policy Advisory Council)	There was no separate methodology used for seniors and persons with disabilities. FTA's Title VI Circular requires the analysis of disparate impacts to persons who are low-income, minority, and LEP.
21.	What specific outreach was done to reach the senior and disabled communities? (Policy Advisory Council)	Clipper® and transit agency staff held outreach events at a variety of senior centers and housing developments and through organizations serving people with disabilities, particularly during the SFMTA, SamTrans and BART fare media transition campaigns.
22.	The RTC program should look at other ways of determining eligibility besides the medical paradigm. (Policy Advisory Council)	MTC will forward this comment to the Partnership Transit Coordinating Committee Accessibility Subcommittee, which manages the RTC Discount Card program, for consideration.
23.	The Clipper® and RTC programs should be merged. (Policy Advisory Council)	See above.
24.	MTC should look at churches as a way to continue outreach and educate on the Clipper® program.	Comment noted.
25.	The Clipper® Contractor should continue to look at the unbanked population and determine ways to reach individuals in that population. (Policy Advisory Council)	Comment noted.

	Comments	MTC Response/Recommendation
26.	MTC should look to social service agencies to continually outreach and educate on the Clipper® program. (Policy Advisory Council)	Comment noted.
27.	How did MTC conduct Title VI report outreach in Santa Clara County? (Policy Advisory Council)	MTC contracted with Somos Mayfair and VIVA to conduct focus groups in Santa Clara County. Customer education outreach in Santa Clara County is ongoing, but events have been widely publicized in multilingual newspaper and other advertising.
28.	How do visually impaired individuals access balance information? (Policy Advisory Council)	Visually impaired customers can call the Clipper® Customer Service Center to access their balance 24 hours a day.

Appendix L
Supplemental Clipper Outreach/Educational Materials

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
July 1, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 1, 2011	Safeway (11am to 3 pm)	Retail Support	SFMTA Transitions
July 1, 2011	Super Saver/Wongs Meat Co. (10am to 2pm)	Retail Support	SFMTA Transitions
July 1, 2011	Walgreens (noon to 4pm)	Retail Support	SFMTA Transitions
July 5, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 6, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 7, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 8, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 10, 2011	Sunday Streets-Great Highway (10 to 5)	Community Event	SFMTA Transitions
July 11, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 11, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 12, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 12, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 13, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 13, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 14, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 14, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 15, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 15, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 16, 2011	Green Living Fair, Transit Center @ Serramonte Center	Community Event	SamTrans Transition
July 18, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 18, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 19, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 19, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 19, 2011	Magnolia Senior Center	Senior Center Event	SamTrans Transition
July 20, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 20, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 21, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 21, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 22, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 22, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
July 25, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 25, 2011	Presidio Kiosk (9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
July 25, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 25, 2011	LRVs/Stations (6:30-10:30a)	Ride-Along	SFMTA Transitions
July 25, 2011	LRVs/Stations(3-7p)	Ride-Along	SFMTA Transitions
July 25, 2011	Mobile (6:30-10:30a) line N & 71	Ride-Along	SFMTA Transitions
July 25, 2011	Mobile (3-7p) line 47, 22,10 & 19	Ride-Along	SFMTA Transitions
July 26, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 26, 2011	Presidio Kiosk (9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
July 26, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 26, 2011	Mobile (6:30-10:30a) T, 44, 5	Ride-Along	SFMTA Transitions
July 26, 2011	Mobile (3-7p) line 22, 23 &24	Ride-Along	SFMTA Transitions
July 26, 2011	TVMs/LRVs (3-7p)	Transit Center/Station Event	SFMTA Transitions
July 26, 2011	TVMs/LRVs (6:30-10:30a)	Transit Center/Station Event	SFMTA Transitions
July 27, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 27, 2011	Presidio Kiosk ((9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
July 27, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 27, 2011	LRVs/Stations (3-7p) M, K, City College	Ride-Along	SFMTA Transitions
July 27, 2011	LRVs/Stations (6:30-10:30a)	Ride-Along	SFMTA Transitions
July 27, 2011	Mobile (6:30-10:30a) line 1,2, 38	Ride-Along	SFMTA Transitions
July 27, 2011	Mobile (3-7p) line 43	Ride-Along	SFMTA Transitions
July 28, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 28, 2011	Presidio Kiosk (9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
July 28, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 28, 2011	LRVs/Stations (3-7p)	Ride-Along	SFMTA Transitions
July 28, 2011	LRVs/Stations (6:30-10:30a)	Ride-Along	SFMTA Transitions
July 28, 2011	Mobile (6:30-10:30a) line 9, 14, 47, 22, 33& 27	Ride-Along	SFMTA Transitions
July 28, 2011	Mobile (3-7p) line 8x	Ride-Along	SFMTA Transitions
July 29, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
July 29, 2011	Presidio Kiosk (9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
July 29, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
July 29, 2011	Castro/Church, Balboa, J (3-7p)	Ride-Along	SFMTA Transitions
July 29, 2011	LRVs, all stations (6:30-10:30a)	Ride-Along	SFMTA Transitions
July 29, 2011	Mobile (6:30-10:30a) lines 8, 9 & T	Ride-Along	SFMTA Transitions
July 29, 2011	Mobile (3-7p) 49, 38, 43,33,44,31, 28,29,N	Ride-Along	SFMTA Transitions

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
July 30, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 1, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 1, 2011	Presidio Kiosk (9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
August 1, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 2, 2011	Onetta Harris Community Center	Community Center Event	SamTrans Transition
August 2, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 2, 2011	Presidio Kiosk (9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
August 2, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 2, 2011	City of San Ramon	Senior Center Event	BART Transition
August 3, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 3, 2011	Presidio Kiosk (9a-1p) & (1-5pm)	Customer Service Support	SFMTA Transitions
August 3, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 4, 2011	Pre-Pistahan Tickets	Community Event	BART Transition
August 4, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 4, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 4, 2011	Foster City Recreation Center	Community Center Event	SamTrans Transition
August 5, 2011	Richmond Farmer's Market	Community Event	BART Transition
August 5, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 6, 2011	Fremont Festival	Community Event	BART Transition
August 6, 2011	Wu Yee Family Service Center (10-2p)	Community Event	SFMTA Transitions
August 6, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 7, 2011	Fremont Festival	Community Event	BART Transition
August 8, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 8, 2011	Japanese Senior Center, Berkeley	Senior Center Event	BART Transition
August 9, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 9, 2011	Veteran's Memorial Senior Center	Senior Center Event	SamTrans Transition
August 10, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 10, 2011	Doelger Senior Center	Senior Center Event	SamTrans Transition
August 11, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 12, 2011	Daly City Pool	Community Center Event	SamTrans Transition
August 12, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 13, 2011	Pistahan Festival	Community Event	BART Transition
August 14, 2011	Sunday Streets-Great Highway (10 to 5)	Community Event	SFMTA Transitions
August 15, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 16, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
August 16, 2011	El Cerrito Del Norte BART	Transit Center/Station Event	BART Transition
August 17, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 17, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 17, 2011	Magnolia Senior Center	Senior Center Event	SamTrans Transition
August 17, 2011	El Cerrito Plaza BART	Transit Center/Station Event	BART Transition
August 18, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 18, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 18, 2011	Canada College	Ride-Along	SamTrans Transition
August 18, 2011	College of San Mateo	Ride-Along	SamTrans Transition
August 18, 2011	Downtown Berkeley	Street Team/Bus Stop	BART Transition
August 18, 2011	Ashby BART	Transit Center/Station Event	BART Transition
August 19, 2011	Pinole Chamber	Business Event	BART Transition
August 19, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 19, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 20, 2011	Pittsburg Library	Community Event	BART Transition
August 21, 2011	North Fair Oaks Festival	Community Event	SamTrans Transition
August 22, 2011	San Leandro Public Library	Community Event	BART Transition
August 22, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 22, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 23, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 23, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 24, 2011	Music on the Main, Richmond	Community Event	BART Transition
August 24, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 24, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 24, 2011	Fremont Senior Center	Senior Center Event	BART Transition
August 24, 2011	Kennedy Center, Union City	Senior Center Event	BART Transition
August 25, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 25, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 25, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 25, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 25, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 25, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 25, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 25, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 26, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
August 26, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 26, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 26, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 26, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 26, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 26, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 26, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 27, 2011	Little House	Senior Center Event	SamTrans Transition
August 29, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 29, 2011	Presidio Kiosk (8:30a-1p) & (1-5:30pm)	Customer Service Support	SFMTA Transitions
August 29, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 29, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 29, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 29, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 29, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 29, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 29, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 29, 2011	Pittsburg BART	Transit Center/Station Event	BART Transition
August 30, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 30, 2011	Presidio Kiosk (8:30a-1p) & (1-5:30pm)	Customer Service Support	SFMTA Transitions
August 30, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 30, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 30, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 30, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 30, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 30, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 30, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 30, 2011	North Concord BART	Transit Center/Station Event	BART Transition
August 31, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 31, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
August 31, 2011	Presidio Kiosk (8:30a-1p) & (1-5:30pm)	Customer Service Support	SFMTA Transitions
August 31, 2011	Presidio Kiosk (8:30a-1p) & (1-5:30pm)	Customer Service Support	SFMTA Transitions
August 31, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 31, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
August 31, 2011	Ed Roberts Campus, Berkeley	RTC/Senior Event	BART Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
August 31, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 31, 2011	Cable Car - Powell/Hyde	Street Team/Bus Stop	SFMTA Transitions
August 31, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 31, 2011	Cable Car - Powell/Mason	Street Team/Bus Stop	SFMTA Transitions
August 31, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 31, 2011	Cable Car-California	Street Team/Bus Stop	SFMTA Transitions
August 31, 2011	Concord BART	Transit Center/Station Event	BART Transition
September 1, 2011	KX El Camino Route	Ride-along	SamTrans Transition
September 1, 2011	Millbrae BART	Transit Center/Station Event	SamTrans Transition
September 1, 2011	Palo Alto Transit Center	Transit Center/Station Event	SamTrans Transition
September 2, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 2, 2011	Presidio Kiosk (8:30a-1p) & (1-5:30pm)	Customer Service Support	SFMTA Transitions
September 2, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 6, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 6, 2011	Presidio Kiosk (8:30a-1p) & (1-5:30pm)	Customer Service Support	SFMTA Transitions
September 6, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 6, 2011	New England Village	Senior Center Event	BART Transition
September 7, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 7, 2011	Presidio Kiosk (8:30a-1p) & (1-5:30pm)	Customer Service Support	SFMTA Transitions
September 7, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 7, 2011	Summerset, Brentwood	Senior Center Event	BART Transition
September 7, 2011	Colma BART	Transit Center/Station Event	SamTrans Transition
September 7, 2011	Daly City BART	Transit Center/Station Event	SamTrans Transition
September 7, 2011	Redwood Station Caltrain	Transit Center/Station Event	SamTrans Transition
September 8, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 8, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 8, 2011	South Berkeley Senior Center	Senior Center Event	BART Transition
September 9, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 9, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 10, 2011	Autumn Moon Festival (9a-2p) & (2p-7p)	Community Event	SFMTA Transitions
September 10, 2011	Castro Valley Festival	Community Event	BART Transition
September 10, 2011	Webster Street Jam Alameda	Community Event	AC Transit Transition
September 11, 2011	Autumn Moon Festival (9a-2p) & (2p-7p)	Community Event	SFMTA Transitions
September 11, 2011	Castro Valley Festival	Community Event	BART Transition
September 11, 2011	Solano Stroll, Berkeley/Albany	Community Event	AC Transit Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
September 11, 2011	Sunday Streets(10 to 5) -Western Addition	Community Event	SFMTA Transitions
September 12, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 13, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 13, 2011	Terra Nova High School	School Event	SamTrans Transition
September 13, 2011	Orinda Senior Center	Senior Center Event	BART Transition
September 13, 2011	Hillsdale Shopping Center	Transit Center/Station Event	SamTrans Transition
September 13, 2011	Orinda BART	Transit Center/Station Event	BART Transition
September 14, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 14, 2011	Linda Mar Blvd. Park & Ride	Street Team/Bus Stop	SamTrans Transition
September 15, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 15, 2011	Lafayette BART	Transit Center/Station Event	BART Transition
September 16, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 16, 2011	Lafayette Senior Center	Senior Center Event	BART Transition
September 17, 2011	Healthy Village Farm	Senior Center Event	BART Transition
September 18, 2011	Newark Celebration Days, Newark	Community Event	AC Transit Transition
September 18, 2011	Sunday Streets-Grant- Chinatown	Community Event	SFMTA Transitions
September 19, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 20, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 20, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 20, 2011	San Pablo Senior Center	Senior Center Event	BART Transition
September 20, 2011	Walnut Creek	Transit Center/Station Event	BART Transition
September 21, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 21, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 21, 2011	Pacifica Senior Center	Senior Center Event	SamTrans Transition
September 21, 2011	Mission & Goethe, Daly City	Street Team/Bus Stop	SamTrans Transition
September 22, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 22, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 22, 2011	Kaiser Oakland	Employee Event	BART Transition
September 22, 2011	Albany Senior Center	Senior Center Event	BART Transition
September 22, 2011	Menlo Park Senior Center	Senior Center Event	SamTrans Transition
September 23, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 23, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 23, 2011	Concord Senior Center	Senior Center Event	BART Transition
September 24, 2011	City of San Mateo Health & Wellness Fair	City of San Mateo Health & Wellne	SamTrans Transition
September 24, 2011	Sunset District	School Event	BART Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
September 26, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 26, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 27, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 27, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 27, 2011	Pleasant Hill	Transit Center/Station Event	BART Transition
September 28, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 28, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 29, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 29, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 29, 2011	MacArthur BART	Transit Center/Station Event	BART Transition
September 29, 2011	Rockridge BART	Transit Center/Station Event	BART Transition
September 30, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	SFMTA Transitions
September 30, 2011	SFMTA Customer Service Center	Customer Service Support	SFMTA Transitions
September 30, 2011	KX El Camino Route	Ride-Along	SamTrans Transition
September 30, 2011	Colma BART	Transit Center/Station Event	SamTrans Transition
September 30, 2011	Daly City BART	Transit Center/Station Event	SamTrans Transition
October 1, 2011	SamTrans	Customer Service Support	SamTrans Transition
October 1, 2011	Dublin Senior Fit Fair	Senior Center Event	BART Transition
October 3, 2011	Contra Costa County School	School Event	BART Transition
October 3, 2011	San Carlos Senior Center	Senior Center Event	SamTrans Transition
October 3, 2011	Church and Duboce	Street Team/Bus Stop	SFMTA Transitions
October 3, 2011	Geary Blvd and Fillmore (4-7pm)	Street Team/Bus Stop	SFMTA Transitions
October 3, 2011	Sacramento and Davis (4-7pm)	Street Team/Bus Stop	SFMTA Transitions
October 3, 2011	Townsend and 4th (4-7pm) (Balboa)	Street Team/Bus Stop	SFMTA Transitions
October 3, 2011	San Bruno BART	Transit Center/Station Event	SamTrans Transition
October 4, 2011	36/43/44	Ride-Along	SFMTA Transitions
October 4, 2011	Line 1 (3	Ride-Along	SFMTA Transitions
October 4, 2011	Njudah X	Ride-Along	SFMTA Transitions
October 4, 2011	Castro Valley BART	Transit Center/Station Event	BART Transition
October 4, 2011	Serramonte Center	Transit Center/Station Event	SamTrans Transition
October 4, 2011	Powell TVM	Transit Center/Station Event	SFMTA Transitions
October 5, 2011	41/45	Ride-Along	SFMTA Transitions
October 5, 2011	Line 14	Ride-Along	SFMTA Transitions
October 5, 2011	Pinole Senior Center	Senior Center Event	BART Transition
October 5, 2011	TVM-All Stations/LRVs	Transit Center/Station Event	SFMTA Transitions

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
October 5, 2011	TVMs-All Stations/LRVs	Transit Center/Station Event	SFMTA Transitions
October 6, 2011	Hacienda Business Park	Employee Event	BART Transition
October 6, 2011	Kaiser Richmond	Employee Event	BART Transition
October 6, 2011	38/38L	Ride-Along	SFMTA Transitions
October 6, 2011	lines 14x/49/47 (6:30-10:30a)	Ride-Along	SFMTA Transitions
October 6, 2011	Duboce and Church	Street Team/Bus Stop	SFMTA Transitions
October 6, 2011	SFUSD/19th and Holloway, Line 28	Street Team/Bus Stop	SFMTA Transitions
October 7, 2011	Line 29 and T-line	Ride-Along	SFMTA Transitions
October 7, 2011	Martinez Senior Center	Senior Center Event	BART Transition
October 7, 2011	City College/Balboa	Street Team/Bus Stop	SFMTA Transitions
October 7, 2011	Townsend and 4th	Street Team/Bus Stop	SFMTA Transitions
October 7, 2011	Powell TVMs	Transit Center/Station Event	SFMTA Transitions
October 10, 2011	Ken Aikens Senior Center	Senior Center Event	BART Transition
October 11, 2011	Hayward Senior Center	Senior Center Event	BART Transition
October 13, 2011	Fremont School for the Deaf	Student Event	BART Transition
October 13, 2011	West Dublin BART	Transit Center/Station Event	BART Transition
October 14, 2011	Magnolia Senior Center	Senior Center Event	SamTrans Transition
October 15, 2011	Tanforan Mall, 1150 El Camino Real, San Bruno	Mall Event	SamTrans Transition
October 18, 2011	Pleasant Hill Senior Center	Senior Center Event	BART Transition
October 19, 2011	Pleasant Hill Senior Center	Senior Center Event	BART Transition
October 21, 2011	Washington Hospital	Employee Event	BART Transition
October 24, 2011	SFMTA, 3rd Floor, Civic Room	Outreach Staff Training	
October 25, 2011	Dublin/Pleasanton BART	Transit Center/Station Event	BART Transition
October 26, 2011	Walgreens, 399 El Camino Real, SSF	Retail Support	SamTrans Transition
October 27, 2011	Walgreens, 4070 S. El Camino Real, San Mateo	Retail Support	SamTrans Transition
October 28, 2011	Walgreens, 260 El Camino Real, Burlingame	Retail Support	SamTrans Transition
October 29, 2011	Walgreens, 643 Santa Cruz Ave., Menlo Park	Retail Support	SamTrans Transition
October 31, 2011	Livermore Senior Center	Senior Center Event	BART Transition
November 1, 2011	Colma BART	Transit Center/Station Event	SamTrans Transition
November 1, 2011	Daly City BART	Transit Center/Station Event	SamTrans Transition
November 2, 2011	Walgreens, 22 San Pedro Rd., Daly City	Retail Support	SamTrans Transition
November 2, 2011	San Ramon Senior Center	Senior Center Event	BART Transition
November 2, 2011	Palo Alto Transit Center	Transit Center/Station Event	SamTrans Transition
November 2, 2011	Redwood City Station	Transit Center/Station Event	SamTrans Transition
November 3, 2011	Hillsdale Shopping Center	Mall Event	SamTrans Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
November 3, 2011	Serramonte Center	Mall Event	SamTrans Transition
November 3, 2011	Coliseum BART Station	Transit Center/Station Event	BART Transition
November 4, 2011	Walgreens, 2271 Balfour Rd., Brentwood	Retail Support	BART Transition
November 5, 2011	SamTrans	Customer Service Support	SamTrans Transition
November 7, 2011	Bridge Pro Mt. Diablo SD, 1266 San Carlos Ave., Concord	Community Event	BART Transition
November 7, 2011	Fruitvale BART Station	Transit Center/Station Event	BART Transition
November 8, 2011	Walgreens, 216 Westlake Center, Daly City	Retail Support	SamTrans Transition
November 8, 2011	St. Mary's Gardens Senior Center, 201 10th St., Oakland	Senior Center Event	BART Transition
November 8, 2011	Richmond BART Station	Transit Center/Station Event	BART Transition
November 8, 2011	Union City BART Station	Transit Center/Station Event	BART Transition
November 9, 2011	Pacifica Senior Center, 540 Crespi Dr., Pacifica	Senior Center Event	SamTrans Transition
November 9, 2011	Bayfair BART Station	Transit Center/Station Event	BART Transition
November 9, 2011	South Hayward BART Station	Transit Center/Station Event	BART Transition
November 10, 2011	Walnut Creek Senior Center, 1375 Civic Dr., Walnut Creek	Senior Center Event	BART Transition
November 10, 2011	Hayward BART Station	Transit Center/Station Event	BART Transition
November 11, 2011	SamTrans, 1250 San Carlos, San Carlos	Customer Service Support	SamTrans Transition
November 11, 2011	Walgreens, 300 University Ave. Palo Alto	Retail Support	SamTrans Transition
November 12, 2011	Indian Community Center, 525 Los Coches St., Milpitas	Community Center Event	BART Transition
November 12, 2011	Mastick Senior Center, 1155 Santa Clara Ave., Alameda	Senior Center Event	BART Transition
November 14, 2011	Antioch Senior Center, 415 West 2nd Street, Antioch	Senior Center Event	BART Transition
November 14, 2011	South Hayward BART Station	Transit Center/Station Event	BART Transition
November 15, 2011	Walgreens, 615 Broadway, Millbrae	Retail Support	SamTrans Transition
November 15, 2011	Richmond Senior Center, 2525 Macdonald St., Richmond	Senior Center Event	BART Transition
November 15, 2011	Rossmoor	Senior Center Event	BART Transition
November 15, 2011	Pittsburg BART	Transit Center/Station Event	BART Transition
November 16, 2011	San Bruno Senior Center, 1555 Crystal Springs Rd., San Bruno	Senior Center Event	SamTrans Transition
November 16, 2011	Fremont BART Station	Transit Center/Station Event	BART Transition
November 17, 2011	Jewish Community Center, 1414 Walnut St., Berkeley	Community Center Event	BART Transition
November 17, 2011	El Cerrito del Norte BART Station	Transit Center/Station Event	BART Transition
November 18, 2011	San Leandro Senior Center, 13909 E. 14th St., San Leandro	Senior Center Event	BART Transition
November 18, 2011	Downtown Berkeley BART Station	Transit Center/Station Event	BART Transition
November 19, 2011	Walgreens, 6100 Mission, Daly City	Retail Support	SamTrans Transition
November 21, 2011	Safeway, 70 Cabrillo Hwy, Half Moon Bay	Retail Support	SamTrans Transition
November 21, 2011	Daly City Senior Center, 101 Lake Merced Blvd., Daly City	Senior Center Event	BART Transition
November 22, 2011	Safeway, 100 Crystal Springs Rd., San Mateo	Retail Support	SamTrans Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
November 22, 2011	Colma BART Station	Transit Center/Station Event	BART Transition
November 23, 2011	Walgreens, 2605 Middlefield Rd., Palo Alto	Retail Support	SamTrans Transition
November 23, 2011	El Cerrito Senior Center, 6510 Stockton Ave., El Cerrito	Senior Center Event	BART Transition
November 28, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	BART Transition
November 28, 2011	Safeway, 1100 El Camino Real, Belmont	Retail Support	SamTrans Transition
November 28, 2011	Safeway, 12 Plaza Dr., Pacific	Retail Support	SamTrans Transition
November 28, 2011	Safeway, 860 N. Delaware St., San Mateo	Retail Support	SamTrans Transition
November 28, 2011	Safeway, 921 E. Hillsdale Blvd., Foster City	Retail Support	SamTrans Transition
November 29, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	BART Transition
November 29, 2011	MacArthur BART	Transit Center/Station Event	BART Transition
November 30, 2011	Walgreens, 45 S. El Camino Real, Millbrae	Retail Support	SamTrans Transition
November 30, 2011	Walnut Creek BART	Transit Center/Station Event	BART Transition
December 1, 2011	Walgreens, 191 E. 3rd Ave., San Mateo	Retail Support	SamTrans Transition
December 1, 2011	Concord BART	Transit Center/Station Event	BART Transition
December 2, 2011	Emeryville Senior Center, 4321 Salem St., Emeryville	Senior Center Event	BART Transition
December 2, 2011	Coliseum BART Station	Transit Center/Station Event	BART Transition
December 2, 2011	North Concord BART	Transit Center/Station Event	BART Transition
December 3, 2011	SamTrans, 1250 San Carlos, San Carlos	Customer Service Support	SamTrans Transition
December 5, 2011	North Oakland Senior Center, 5714 MLK Jr. Way, Oakland	Senior Center Event	BART Transition
December 5, 2011	Millbrae BART Station	Transit Center/Station Event	BART Transition
December 5, 2011	Union City BART Station	Transit Center/Station Event	BART Transition
December 6, 2011	Peninsula Jewish Community Center, 800 Foster City Blvd., Foster City	Community Center Event	SamTrans Transition
December 6, 2011	Castro Valley BART	Transit Center/Station Event	BART Transition
December 6, 2011	San Leandro BART	Transit Center/Station Event	BART Transition
December 7, 2011	Los Altos United Methodist Church, Youth Room	Community Center Event	SamTrans Transition
December 7, 2011	San Bruno BART Station	Transit Center/Station Event	BART Transition
December 8, 2011	Bayfair BART Station	Transit Center/Station Event	BART Transition
December 9, 2011	Brentwood Senior Center, 193 Griffing Lane, Brentwood	Senior Center Event	BART Transition
December 9, 2011	South San Francisco BART Station	Transit Center/Station Event	BART Transition
December 10, 2011	Walgreens, 2238 Westborough Blvd., SSF	Retail Support	SamTrans Transition
December 12, 2011	Colma BART Station	Transit Center/Station Event	BART Transition
December 13, 2011	Newark Senior Center, 7401 Enterprise Dr., Newark	Senior Center Event	BART Transition
December 13, 2011	West Dublin BART Station	Transit Center/Station Event	BART Transition
December 14, 2011	Daly City BART Station	Transit Center/Station Event	BART Transition
December 15, 2011	Pacifica Senior Center, 540 Crespi Dr., Pacifica	Senior Center Event	SamTrans Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
December 15, 2011	Ashby BART Station	Transit Center/Station Event	BART Transition
December 16, 2011	North Berkeley BART Station	Transit Center/Station Event	BART Transition
December 19, 2011	Pittsburg BART Station	Transit Center/Station Event	BART Transition
December 22, 2011	Walgreens, 1414 El Camino Real, San Carlos	Retail Support	SamTrans Transition
December 27, 2011	BART Customer Service Center, Lake Merritt Station	Customer Service Support	BART Transition
December 27, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	BART Transition
December 28, 2011	BART Customer Service Center, Lake Merritt Station	Customer Service Support	BART Transition
December 28, 2011	Clipper Customer Service Center/Bay Crossings Support	Customer Service Support	BART Transition
December 29, 2011	BART Customer Service Center, Lake Merritt Station	Customer Service Support	BART Transition
December 29, 2011	Bay Crossings Kiosk	Customer Service Support	BART Transition
December 29, 2011	Walgreens, 4170 El Camino Real, Palo Alto	Retail Support	SamTrans Transition
December 30, 2011	BART Customer Service Center, Lake Merritt Station	Customer Service Support	BART Transition
December 30, 2011	Bay Crossings Kiosk	Customer Service Support	BART Transition
January 5, 2012	Cal State East Bay (students only)	School Event	BART Transition
January 5, 2012	Lafayette Senior Center	Senior Center Event	BART Transition
January 5, 2012	Lake Merritt BART Station	Transit Center/Station Event	BART Transition
January 6, 2012	San Leandro Senior Center	Senior Center Event	BART Transition
January 7, 2012	Bayfair Center, San Leandro	Mall Event	BART Transition
January 8, 2012	Serramonte Center, 3 Serramonte, Daly City	Mall Event	SamTrans Transition
January 9, 2012	Moraga Movers	Senior Center Event	BART Transition
January 12, 2012	The Groves at Dublin Ranch Senior Apartments, Dublin	Senior Center Event	BART Transition
January 13, 2012	Alcosta Senior Center, San Ramon (NOTE TO INDIRA: PLEASE CORRECT	Senior Center Event	BART Transition
January 14, 2012	Stoneridge Shopping Center, Pleasanton	Mall Event	BART Transition
January 15, 2012	Hillsdale Shopping Center, San Mateo	Mall Event	SamTrans Transition
January 18, 2012	Pleasanton Senior Center, Pleasanton	Senior Center Event	BART Transition
January 18, 2012	Valley Vista Senior Housing, San Ramon	Senior Center Event	BART Transition
January 19, 2012	Heritage States Retirement Community, Livermore	Senior Center Event	BART Transition
January 25, 2012	Oak Center Towers, Oakland	Senior Center Event	BART Transition
January 26, 2012	Ridgeview Commons, Pleasanton	Senior Center Event	BART Transition
April 11, 2012	Outreach Staff Training	Training	VTA Transition
April 19, 2012	SJSU Earth Day	Community Event	VTA Transition
April 21, 2012	Cupertino Earth Day	Community Event	VTA Transition
April 21, 2012	South County Earth Day	Community Event	VTA Transition
April 24, 2012	Capitol LRV Station	Transit Center/Station Event	VTA Transition
April 25, 2012	Great Mall Transit Center	Transit Center/Station Event	VTA Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
April 26, 2012	West Valley College, Saratoga	School Event	VTA Transition
April 26, 2012	Paseo de San Antonio LRV Station	Transit Center/Station Event	VTA Transition
April 28, 2012	Cupertino Cherry Blossom Festival	Community Event	VTA Transition
April 28, 2012	Walgreens #2384, San Jose	Retail Support	VTA Transition
April 28, 2012	Walgreens #842, San Jose	Retail Support	VTA Transition
April 29, 2012	Campbell Farmers' Market	F/F Market	VTA Transition
April 30, 2012	VTA Customer Service Center	Transit Center/Station Event	VTA Transition
May 1, 2012	Walgreens #3754	Retail Support	VTA Transition
May 1, 2012	VTA Customer Service Center	Transit Center/Station Event	VTA Transition
May 2, 2012	Great Mall LRV Station	Transit Center/Station Event	VTA Transition
May 3, 2012	Walgreens #2169, San Jose	Retail Support	VTA Transition
May 3, 2012	Eastridge Mall Transit Center	Transit Center/Station Event	VTA Transition
May 4, 2012	San Pedro Square Farmers' Mkt	F/F Market	VTA Transition
May 5, 2012	Cinco de Mayo Event	Community Event	VTA Transition
May 5, 2012	Walgreens #9782	Retail Support	VTA Transition
May 6, 2012	A La Carte & Art	Community Event	VTA Transition
May 6, 2012	Cinco de Mayo Event	Community Event	VTA Transition
May 8, 2012	Mtn View LRV Station	Transit Center/Station Event	VTA Transition
May 9, 2012	Walgreens #895, Santa Clara	Retail Support	VTA Transition
May 9, 2012	Valley Fair Transit Center	Transit Center/Station Event	VTA Transition
May 10, 2012	Ohlone-Chyneweth LRV Station	Transit Center/Station Event	VTA Transition
May 12, 2012	Berryessa Art & Wine Festival	Community Event	VTA Transition
May 12, 2012	Walgreens #1179, San Jose	Retail Support	VTA Transition
May 12, 2012	Walgreens #9516, Gilroy	Retail Support	VTA Transition
May 13, 2012	Earthquakes-Chivas Pre-Game	Community Event	VTA Transition
May 13, 2012	San Jose Flea Market	F/F Market	VTA Transition
May 15, 2012	Walgreens #3344, Palo Alto	Retail Support	VTA Transition
May 15, 2012	Santa Clara LRV Station	Transit Center/Station Event	VTA Transition
May 16, 2012	San Antonio Transit Center	Transit Center/Station Event	VTA Transition
May 17, 2012	Walgreens #3671, Milpitas	Retail Support	VTA Transition
May 17, 2012	Tasman LRV Station	Transit Center/Station Event	VTA Transition
May 19, 2012	Santa Clara Farmers' Market	F/F Market	VTA Transition
May 19, 2012	Walgreens #2265, San Jose	Retail Support	VTA Transition
May 19, 2012	Walgreens #689, Mountain View	Retail Support	VTA Transition
May 20, 2012	Oakridge Mall	Community Event	VTA Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
May 20, 2012	Mtn View Farmers' Market	F/F Market	VTA Transition
May 22, 2012	Great Mall LRV Station	Transit Center/Station Event	VTA Transition
May 23, 2012	Walgreens #2957	Retail Support	VTA Transition
May 23, 2012	Sunnyvale Transit Center	Transit Center/Station Event	VTA Transition
May 24, 2012	Paseo de San Antonio LRV Station	Transit Center/Station Event	VTA Transition
May 26, 2012	Berryessa Flea Market	F/F Market	VTA Transition
May 26, 2012	Walgreens #2659, Mountain View	Retail Support	VTA Transition
May 26, 2012	Walgreens #5219, San Jose	Retail Support	VTA Transition
May 27, 2012	Morgan Hill Mushroom Mardi Gras	Community Event	VTA Transition
May 29, 2012	Ohlone-Chyneweth LRV Station	Transit Center/Station Event	VTA Transition
May 30, 2012	Walgreens #2612, Santa Clara	Retail Support	VTA Transition
May 30, 2012	Winchester Transit Center	Transit Center/Station Event	VTA Transition
May 31, 2012	Mtn View LRV Station	Transit Center/Station Event	VTA Transition
May 31, 2012	VTA Customer Service Center	Transit Center/Station Event	VTA Transition
June 1, 2012	VTA Customer Service Center	Transit Center/Station Event	VTA Transition
June 2, 2012	Walgreens #2739, San Jose	Retail Support	VTA Transition
June 2, 2012	Walgreens #900, San Jose	Retail Support	VTA Transition
June 3, 2012	Sunnyvale Art & Wine Festival	Community Event	VTA Transition
June 3, 2012	Japantown Farmers' Market	F/F Market	VTA Transition
June 5, 2012	Tasman LRV Station	Transit Center/Station Event	VTA Transition
June 6, 2012	Walgreens #4372, San Jose	Retail Support	VTA Transition
June 7, 2012	Eastridge Mall Transit Center	Transit Center/Station Event	VTA Transition
June 9, 2012	Capitol Flea Market	F/F Market	VTA Transition
June 9, 2012	Walgreens #4516, Morgan Hill	Retail Support	VTA Transition
June 9, 2012	Walgreens #840, San Jose	Retail Support	VTA Transition
June 12, 2012	Walgreens #6585, Campbell	Retail Support	VTA Transition
June 13, 2012	Valley Fair Transit Center	Transit Center/Station Event	VTA Transition
June 14, 2012	Walgreens #9516	Retail Support	VTA Transition
June 15, 2012	World Refugee Day	Community Event	VTA Transition
June 16, 2012	Walgreens #2081, San Jose	Retail Support	VTA Transition
June 16, 2012	Walgreens #7080, Sunnyvale	Retail Support	VTA Transition
June 17, 2012	Juneteenth	Community Event	VTA Transition
June 17, 2012	San Jose Flea Market	F/F Market	VTA Transition
June 19, 2012	Great Mall Transit Center	Transit Center/Station Event	VTA Transition
June 20, 2012	Walgreens #4416, Cupertino	Retail Support	VTA Transition

Clipper Outreach Events
2011-2012

As of April 25, 2012

DATE	LOCATION	NAME OR TYPE OF EVENT	PURPOSE
June 21, 2012	Paseo de San Antonio LRV Station	Transit Center/Station Event	VTA Transition
June 23, 2012	Morgan Hill Farmers' Market	F/F Market	VTA Transition
June 23, 2012	Walgreens #3378, San Jose	Retail Support	VTA Transition
June 23, 2012	Walgreens #3445, San Jose	Retail Support	VTA Transition
June 24, 2012	Valley Fair Mall	Community Event	VTA Transition
June 26, 2012	Sunnyvale Transit Center	Transit Center/Station Event	VTA Transition
June 27, 2012	Walgreens #7079, San Jose	Retail Support	VTA Transition
June 28, 2012	VTA Customer Service Center	Transit Center/Station Event	VTA Transition
June 29, 2012	VTA Customer Service Center	Transit Center/Station Event	VTA Transition
June 30, 2012	Walgreens #2740, Santa Clara	Retail Support	VTA Transition
June 30, 2012	Walgreens #5454, San Jose	Retail Support	VTA Transition
TBD	Koreatown event	TBD	VTA Transition
TBD	Evergreen College		VTA Transition
TBD	Foothill College		VTA Transition
TBD	Little Saigon event		VTA Transition
TBD	MLK Library event		VTA Transition
TBD	National Hispanic University		VTA Transition
TBD	Roosevelt Senior Center		VTA Transition
TBD	San Jose City College		VTA Transition
TBD	San Jose City Hall event		VTA Transition
TBD	SJPL Biblioteca		VTA Transition