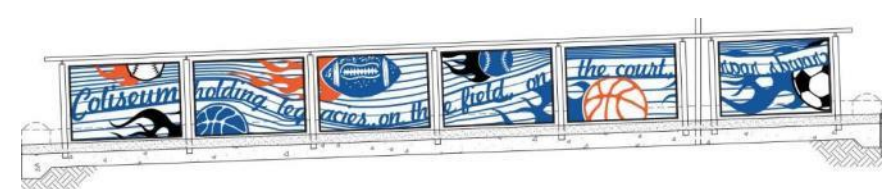


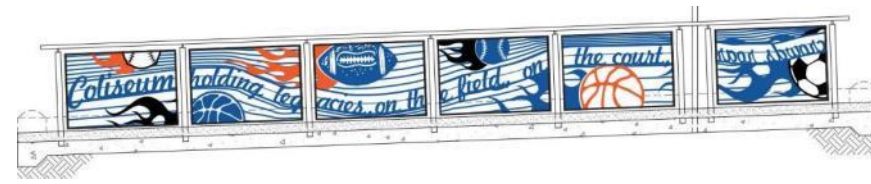
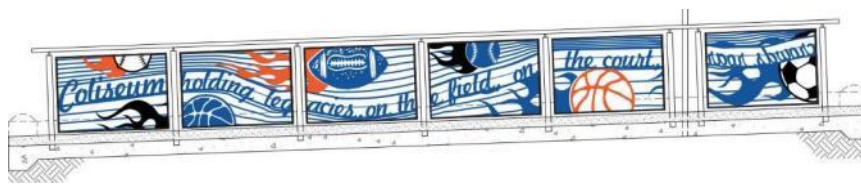
BRT Trial Fare Recommendation

Board of Directors/Board Officers Retreat
May 30, 2019



- **Launch BRT Service with \$0 Fares**
- **Trial Period Between One (1) to Six (6) Months**
- **Clipper Card Distribution**

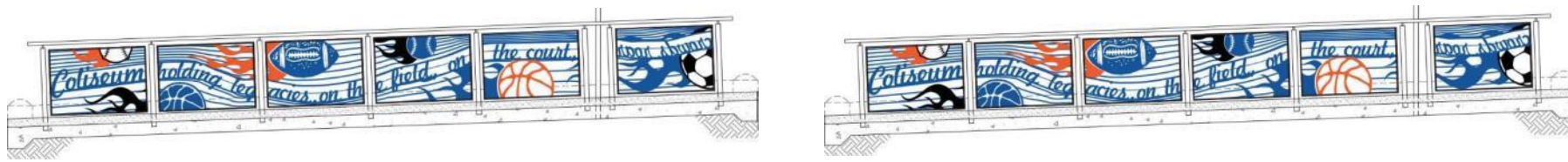




BRT Trial Fare Period

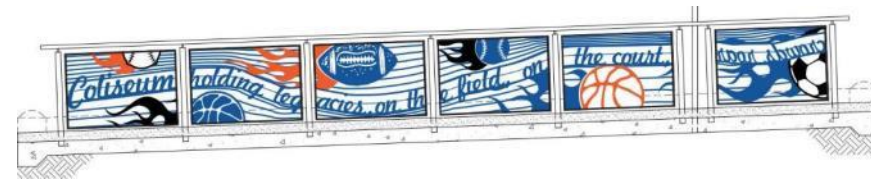
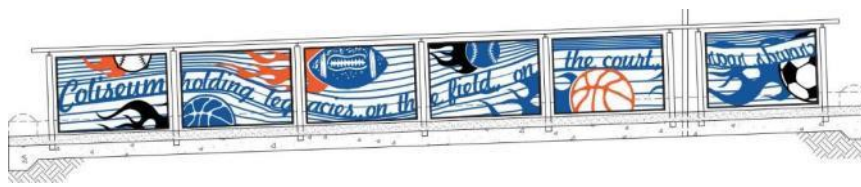
- **Fare Trial Period Goals:**
 - Allows for continued service and technology refinement while mitigating rider complaints
 - Provides acclimation period for riders to learn the new service elements
 - \$0 Value Clipper tags
 - \$0 Value Ticket Vending Machine Tickets





BRT Trial Fare Period

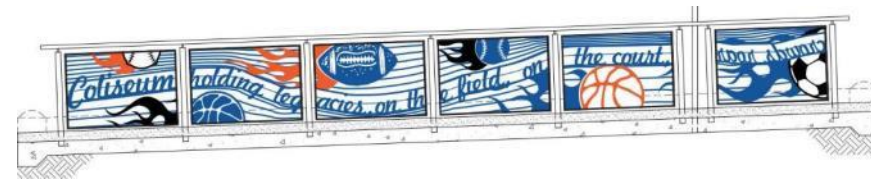
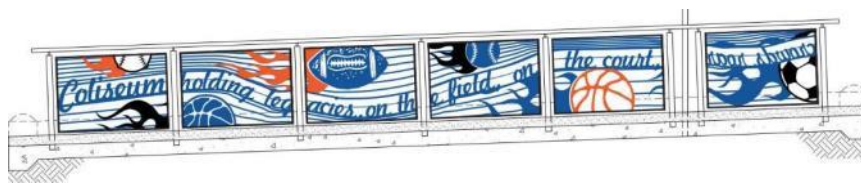
- **Fare Trial Period Goals:**
 - Increase BRT ridership during trial, coupled with an integrated marketing and outreach campaign
 - Generate positive interest and visibility of the BRT while reducing risk for new and existing riders as well as corridor and community stakeholders



BRT Trial Fare Period






- **Fare Trial Period Specifics:**
 - Can be implemented between one - six months
 - Seeking Board input
 - Will include broad communications and outreach strategy to leverage trial period
 - Clipper card distribution possibilities to encourage migration to Clipper fare medium
 - Transportation Ambassadors to hand out Clipper Cards
 - Special Edition Inaugural Custom Clipper Card
 - Two additional Clipper vendors
 - Grassroots Marketing & Distribution

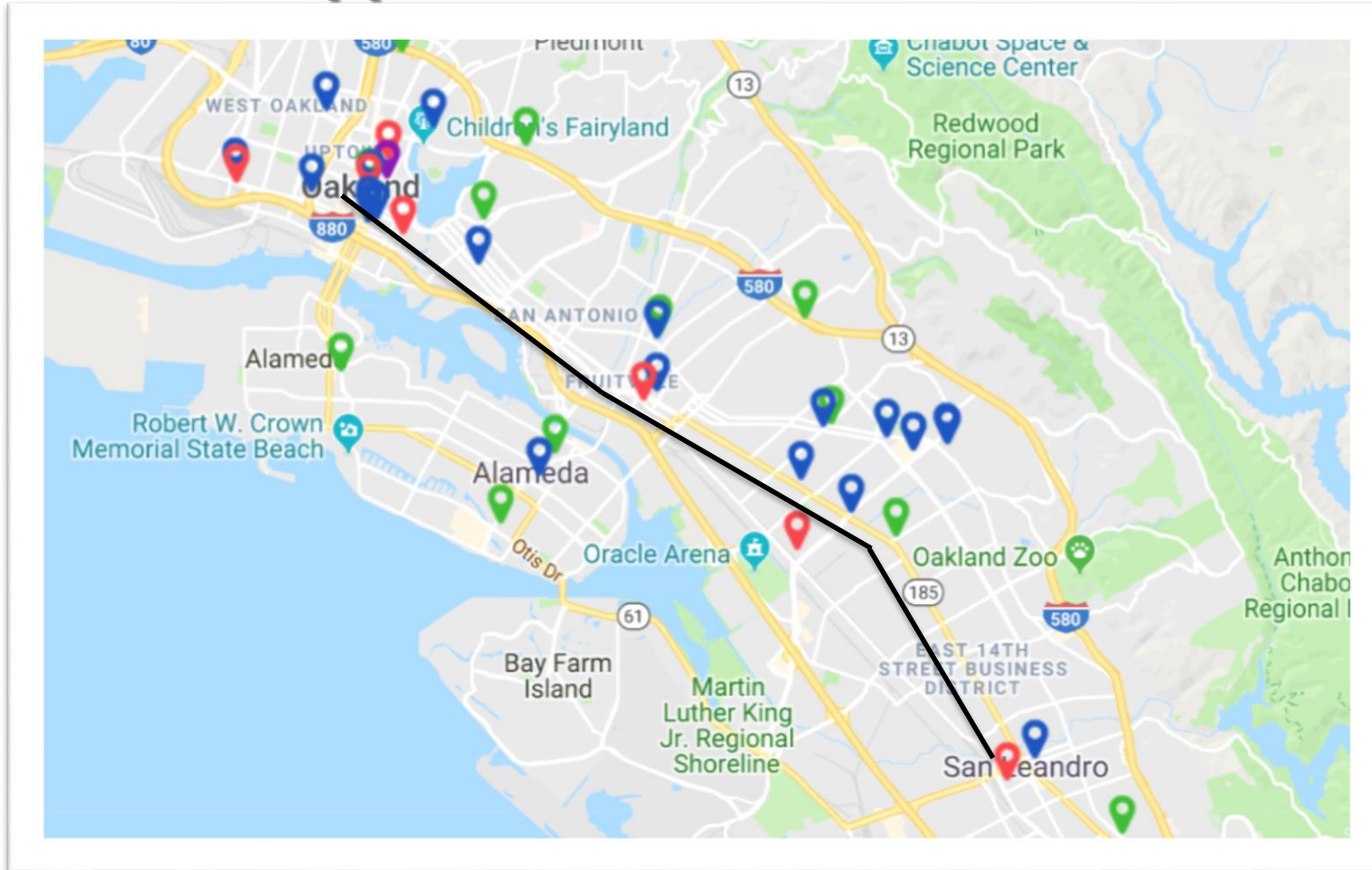


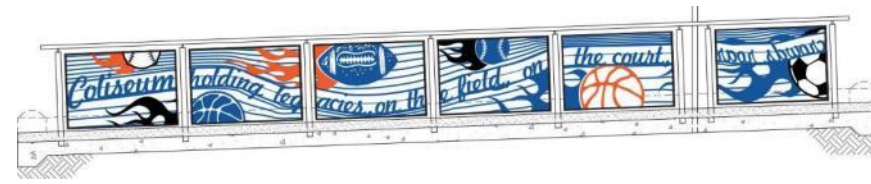
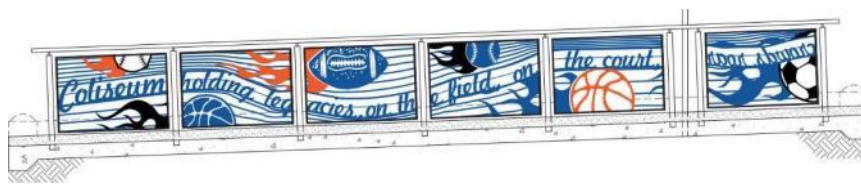


Current Clipper Purchase & Add Value Locations

Legend

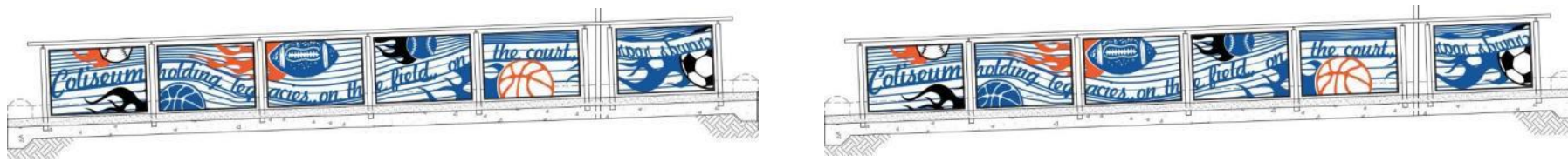
-  BRT Route
-  BART Station
-  ACT Ticket Office
-  Walgreens
-  Other Retailers





BRT by the Numbers

- **Current Line 1 Ridership and Revenue**
 - 11,000 daily riders
 - \$6,800 daily revenue
- **Estimated BRT Ridership After 1st Year**
 - 16,800 daily riders
 - \$17,500 daily revenue



BRT Trial Fare Period

- **Fare Trial Period Specifics:**
 - Lost revenue during trial period is approximately \$6.8K daily, but revenue is expected to grow after first year from increased ridership
 - Sponsorship opportunities will continue to be explored and implemented as appropriate