



# ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

## Master Minute Order

File Number: 21-268

Report ID: 21-268

Type: Regular - Finance & Audit

Status: Received

Agenda  
Section:

Meeting Body: Board of Directors -  
Regular Meeting

Report Created: 05/03/2021

Final Action: 09/08/2021

**ded Action:** Consider receiving a report on fare communications, including current and upcoming initiatives, mobile ticketing, Clipper Start, and Clipper fare products. [Requested by Director Shaw on 1/27/2021; and Director Walsh on 2/24/2021 and 3/24/2021]

Moved to 9/8 per GM

Sponsors:

Enactment Date:

**Attachments:** STAFF REPORT, Att.1. Clipper START Trips, Att.2. Clipper START Applicant Profile, Att.3. Fare Communications Creative, Att.4. Fare Payment Options, Att. 5. Tempo Fare Communications Overview, Att. 6. Presentation

Enactment Number:

Hearing Date:

Effective Date:

### History of Legislative File

Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	09/08/2021	Received				Pass
<b>Action Text:</b> MOTION:PEEPLES/BECKLES to receive report on fare communications, including current and upcoming initiatives, mobile ticketing, Clipper Start, and Clipper fare products. The motion carried by the following vote:						
<b>Notes:</b> Acting Director of Marketing and Communications Nichele Laynes presented the staff report.						
<b>Public Comment:</b> No public comment was offered.						
<b>Board Discussion:</b>  Director Shaw thanked staff for the report and asked if there was information on the number of unique trips/rides taken using Clipper Start. Ms. Laynes reported that the data was available from the Metropolitan Transportation Commission (absent of any						

personal identifiable information). Director Walsh requested to see the available data.

Director Shaw shared that a local group that helps provide Clipper Start applications to people has had little success in signing people up for the program. She asked how successful some of the community based organizations (CBO) had been in getting people to sign up and what the challenges were. Ms. Laynes advised that staff is trying to engage riders and CBOs but noted that it was more difficult to engage vulnerable populations who often have trouble with the application, may not have a mailing address or may not want to give one, etc. and is a much more labor intensive process. Executive Director of External Affairs, Marketing & Communications Beverly Greene added that the level of discount could also be seen as a detractor. Director Shaw further asked how people pay the fare on the Tempo service to which Ms. Laynes responded that cash and Clipper were the primary payment methods.

Director Walsh felt new strategies were needed to attract more people to Clipper in order to receive the discounts they are eligible for. She advocated for simpler campaigns that were clear to the audience and could get them motivated to change to Clipper.

Director Walsh further commented on the low number of riders accessing Clipper Start, despite the assumption that possibly hundreds of thousands of people in the Bay Area might be eligible. She agreed that targeted outreach and community partnerships would be essential to increasing access. Director Walsh also suggested that fare discounts through Clipper and Clipper Start should be advertised at bus stops.

Ayes: 7 President Ortiz, Vice President Young, Director Walsh, Director Beckles,  
Director Williams, Director Shaw, Director Peeples

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