

**S T A F F   R E P O R T**

SUBJECT:   LAVTA Fares and Clipper Day Pass Accumulator

FROM:       Beverly Adamo, Director of Administrative Services

DATE:        August 25, 2015

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**Action Requested**

Update LAVTA's Consolidated Fares Policy with the fare media of the Clipper Card and Day Pass Accumulator.

**Background**

In February 2015, the Board consolidated the fare schedules and transfer agreements in Resolution No. 02-2015. Subsequently, in July 2015, the Board was informed of the fares that would be available on the Clipper Card, the regional transit fare payment system (see Attachment 1). Based on that review, it was determined the only change in fare media with respect to the Clipper Card in comparison with LAVTA's fares is the Day Pass Accumulator. The Board directed staff to conduct an impact analysis, in this case a public hearing, to determine potential impact to Wheels passengers with the implementation of the proposed Day Pass Accumulator.

**Discussion**

A Public Hearing was held on August 17, 2015 and Attachment 2 provides a record of the public hearing, including the public outreach used to notify the public of potential changes with the Clipper Card Day Pass Accumulator. In addition, there were a number of channels for the public to provide comments. Attachment 3 provides the list of three (3) public comments received and additional information from Staff regarding the comments. Please note that all three people providing comments were contacted personally by Staff and their questions and/or concerns were addressed.

Based on the public comments received, impact would seem to be minimal and positive; therefore, Staff recommends that the Board add the Day Pass Accumulator to LAVTA's fare media as documented in Attachment 4, Resolution 27-2015.

**Budget Considerations**

Attachment 1 addresses the potential fiscal impact, which are not anticipated to be significant. Staff will keep the Board informed of the trends that develop.

**Next Steps**

The Comprehensive Operational Analysis (COA) that is currently underway, includes a fare analysis. These results and any recommendations regarding changes to the current fares and transfer agreements will be brought to the Board in the near future.

**Recommendation**

Forward a recommendation to the Board of Directors to approve LAVTA's Fares and Transfer Agreements, adding the Clipper Card including the Day Pass Accumulator, Resolution 27-2015.

**Attachment:**

1. July 6, 2015 Staff Report – Clipper Fare Update
2. Record of August 17, 2015 Clipper Day Pass Accumulator Public Hearing
3. Public Comments Received Regarding Clipper Day Pass Accumulator
4. Resolution 27-2015 LAVTA Fares and Transfer Agreements

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY
<b>S T A F F   R E P O R T</b>

SUBJECT: Clipper® Fares

FROM: Beverly Adamo, Director of Administrative Services

DATE: July 6, 2015

### Action Requested

Review and direct Staff to proceed with the Title VI Impact Analysis for adding a fare media of the Day Pass Accumulator with the implementation of the Clipper Card.

### Background

MTC, and its “Clipper card program contractors and consultants, are actively engaged in final preparations for installing the hardware and software necessary to implement Clipper on the East Bay Group which includes Wheels, County Connection, Tri Delta, and WestCAT. Network infrastructure has been installed at the three LAVTA facilities (Rutan, Atlantis and Transit Center) and prototype vehicle installs are complete. The fleet installation is scheduled to begin in July and completed in August. Cubic, the Clipper contractor, is aiming to have the system “revenue ready” by the 1st of October. The East Bay Group can launch any time after Cubic is revenue ready. MTC will be providing marketing services but suggests that a soft launch be done prior to January 1st with the hard launch (larger expenditure of marketing funds) after the holidays.

### Discussion

#### Fare Changes:

The East Bay Operator group has been meeting with MTC and CH2MHill (their consultant in charge of the project) to finalize business rules and fare instruments that will be programmed into the Clipper system. From the earliest stages of these discussions, it has been clear that some aspects of the transit agencies’ existing fare structures would have to be simplified and standardized to work within the constraints of the Clipper technology.

- Cash Fares: Each agency is able to set their own cash fare for basic and express routes for adult, student, and senior. **No change for LAVTA and therefore no negative impact to passengers.**
- Transfers: Transfers under Clipper will be good for one bus ride within 120 minutes of the transfer issue time. Currently paper transfers are good for

multiple rides within 120 minutes of transfer issue. **We will be keeping paper transfers for riders who wish to continue their use and the rules for paper transfers will not change at this time. For this reason no one should be negatively affected.**

- Monthly Passes: All operators agreed to offer a 31 day rolling pass (basic and express) that is good on all East Bay group buses at a cost of \$60.00. The East Bay Value pass is currently offered as a paper product for \$60.00, but it is only good for the calendar month for which it was purchased, not a 31 day rolling period. The current Wheels Senior/Disabled Pass will continue to be offered as a paper product for \$18.00 and will continue to be good for the calendar month for which it is purchased. The Clipper card Senior/Disabled Pass will be offered as a 31 day rolling pass at a cost of \$18.00. **We plan on continuing to sell the paper products but expect riders will transfer to the 31 day rolling product available on the Clipper card. In the future we may propose to eliminate the paper version of the passes and would do a Title VI analysis at that time.**
- Day Pass Accumulator: Two of the East Bay operators (WestCat and Tri Delta) issue day passes. Their “smart” GFI fareboxes print the day pass which enables passengers to ride all day. They price the day pass very reasonably; \$3.35 Tri Delta and \$3.50 WestCat. An advantage of the day pass is that it reduces paper transfers. There was a desire by these two operators to create a day pass equivalent on Clipper for the East Bay group. MTC and Cubic have agreed to give us the Day Pass Accumulator which uses cash value stored on the card to pay for local bus fares up to a maximum amount – determined to be \$3.75 in a day in our case. For example; if you board the bus to go to work Clipper will deduct the \$2.00 fare, when you board the bus to come home Clipper will only deduct \$1.75 instead of \$2.00 because you’ve reached the maximum amount of \$3.75.

**LAVTA does not have a day pass now and our current fareboxes do not have the ability to print them. The day pass accumulator is a new fare media that will only be available on our system at this time through use of the Clipper card. We will have to do a Title VI analysis and get Board approval for this fare change.**

#### Single Point Log In:

Drivers currently log in to devices when they start their run so that headsign changes, passenger counting, and fare payment information linked to the route and bus stop can be effected and collected. The Clipper system will add another computer system on the bus that will not be connected to the current system at this time. The Clipper on board equipment includes the card reader and a driver console that will require the driver to log in with their route. The East Bay Operators have asked for single point login but this will require Cubic to develop an applications interface and our other software providers to write software that exports the route information. MTC has directed Cubic to provide a quote for the work with implementation being one year away.

Financial Reconciliation:

The East Bay Operator group will be considered one operator by Cubic when it comes to distribution of fare revenues. The group has delegated Wheels (LAVTA to be the receiver and distribution manager of the funds. Fare revenues will be distributed by LAVTA based on Cubic reports of ridership by route. Details such as how often reconciliation will be done are still being worked out by the group.

Cost

There is an annual operating cost allocated to each operator in the Clipper system based upon the number of transactions (tags on the bus). Staff is working on projecting the annual fee from MTC to pay for Cubic’s ongoing support.

**Budget Considerations**

Based on ridership data from April 2014 – March 2015, and assuming all ridership and fare types remain the same over the course of 1 year, other than the change(s) noted, here are the “worst case” and the “best case” with respect to financial impact:

Best case scenario – if all of the Farebuster Ticket users switched to Clipper, AND two of the trips are on the same day, that would mean instead of the \$413,236 in Ticket revenue LAVTA would receive \$484,260; an increase of \$71,025.

Worst case scenario – if all of the regular/senior/disabled fare cash paying customers switched to Clipper AND two trips are on the same day, instead of \$859,602 LAVTA would receive \$804,785; a decrease of \$54,817.

Based on the experience of the other agencies, staff does not expect a significant negative impact to either farebox recovery or ridership, as most of the business rules are “business as usual” for LAVTA. However, Staff does expect an increase in ease of use and enhanced customer experienced with the implementation of the Clipper Card.

**Recommendation**

The Finance and Administration Committee recommends the Board direct Staff to proceed with the Title VI Impact Analysis for adding a fare media of the Day Pass Accumulator with the implementation of the Clipper Card.

*Approved:* \_\_\_\_\_

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**

**PUBLIC HEARING RECORD**

**August 17, 2015**

**PROPOSED CLIPPER DAY PASS ACCUMULATOR**

At 4:00 p.m. on August 17, 2015, the Livermore Amador Valley Transit Authority (LAVTA) conducted a public hearing for the purpose of considering a fare media change, specifically with respect to the Clipper Card and the Day Pass Accumulator. The following is the record of this hearing.

The Director of Administrative Services stated that LAVTA staff had taken significant steps to advertise the public hearing, and had received one comment to date. The purpose of the hearing was to receive testimony on the Clipper Day Pass Accumulator that, if adopted, would be effective this Fall 2015. LAVTA's Director of Planning and Communications, gave a brief overview of this potential new fare media.

The Clipper Card (Clipper) is the regional transit fare payment system. Clipper is expected to be ready for use on Wheels/Rapid buses by the end of 2015, including a proposed Day Pass Accumulator. The new fare instrument will place a maximum fare payment of \$3.75 per day for adults and youths, and \$1.75 for seniors and disabled passengers, when using the Clipper for payment of cash fares on Wheels/Rapid buses. In summary, passengers may make unlimited local bus trips for \$3.75 or \$1.75 a day depending on the fare category.

LAVTA used a variety of methods to advertise the subject matter and this public hearing to the community in order to solicit comments and concerns. Announcements to notify the public included published media, the Wheels website, community outreach at local libraries and senior centers, social media and notices onboard all Wheels buses.

**Published Media**

1. A notice announcing the public hearing was published in the Valley Times on July 21, 28; August 4, 11, 2015.
2. A Wheels Press Release was issued and distributed to:
  - The Tri Valley News Media (The Independent, Contra Costa Times, Valley Times, Pleasanton Weekly)
  - LAVTA board members
3. The Wheels Press Release was also posted in the Livermore, Dublin, and Pleasanton sites of The Patch, a community-specific news and information platform for the community to read and learn about what is happening in their neighborhood.

**Website**

1. Details of the public hearing time and location was posted to the Wheels website.
2. Description of the proposed change was posted on the Wheels website.

**Community Outreach**

1. Details of the public hearing was made available on social media via facebook, twitter and Nextdoor.
2. Hard copy Press Releases were available to the public at the following locations:
  - Dublin, Livermore and Pleasanton public libraries
  - Dublin, Livermore and Pleasanton senior centers
  - Wheels Administration Office
  - Wheels Transit Center

**Public Notices and Displays on Wheels Buses**

1. Public notices were displayed on the interior of all Wheels buses with public hearing date and location

LAVTA provided many channels through which the public could participate and let us know their opinions on the proposed service changes. The public provided feedback using the following channels of communication:

- By email (1 comment)
- By telephone (1 comment)
- By US postal mail
- Participation at today's public hearing for final input (1 comment)

These comments will be compiled in a staff report summarizing the comments and presented to the LAVTA Board of Directors at the September 14, 2015, when the Board is anticipated to vote on the proposed change to fare media.

During this public hearing, Staff presented the purpose of this hearing, a brief description of the possible fare media change, and identified how the public was notified of the potential changes. LAVTA has afforded the public an opportunity to comment on the proposed changes, and has satisfied all legal requirements.

The public was advised that no action on the fare media change will occur on the date of the hearing. Staff will make a recommendation regarding the change which will be discussed in Committee in late August and will be taken up for final action by LAVTA's Board at their meeting on September 14, 2015.



**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY**

**PUBLIC COMMENTS SUMMARY**

**PROPOSED CLIPPER DAY PASS ACCUMULATOR**

**Comment #1 (received by email on 8/6/15):**

I live in the city and I commute a minimum of 3 days a week using BART, Muni and Wheels. Currently I have to get a BART to Bus transfer on my morning commute for the reduced fare on Wheels, and then I have the fare buster coupons for the \$1.60 return fare in the afternoon. That's \$2.60 daily. I would love to use my clipper card to be able to get these same fares. Is this possible with the proposal or is it simply just for a day pass? The day pass would end up costing me 50 cents more per day than I pay now, which diminishes my likelihood of using it.

**LAVTA Staff:** Clipper was unable to accommodate any one-ride discount fares. Clipper will be able to accommodate the BART to Bus transfer, so that passengers will no longer need to stop and get a paper transfer in the BART station. Clipper will recognize that passengers just paid for a trip on BART and the transfer to Wheels buses will be \$1.00. The farebuster tickets will still be accepted on Wheels, and in in this case, in order to keep the daily fare the same the passenger can use Clipper on BART to bus transfer and the farebuster ticket for the return fare.

**Comment #2 (received by phone on 8/17/15):**

The price is too high for the day pass accumulator. Currently I pay \$3.00 for a daily roundtrip, using a BART to Bus transfer one way and \$2.00 cash one way.

**LAVTA Staff:** As stated above, the passenger will no longer need to stop and get a paper transfer in the BART station. For the return trip, a regular cash fare of \$2.00 will be charged. If the passenger rides any other Wheels buses within the two hour transfer window, there is no additional charge. It would only be if the passenger travels on Wheels the same day other than the BART transfer and regular fare trip that any additional charges would appear on Clipper in the amount of \$0.75. Essentially, the passenger will have the convenience of Clipper at the same cost (\$3.00) for the daily trips the passenger described.

**Comment #3 (received at Public Hearing on 8/17/15):** I would like to be sure that the current East Bay Value Pass, the multi-system pass, that allows usage on the four neighboring East Bay transit systems (Tri Delta, County Connections and WestCat) be

continued and that it not be removed. It is a great deal, great value. With the Clipper I am concerned that when a rider has to make multiple transfers between the systems, such as one County Connection bus and two Wheels buses. If that one way trip for example takes 2 ½ hours total we would run out of time and be charged more than the East Bay Value Pass....I'm a daily rider. So that is my concern how are you going to address the multiple transfers situation if someone even has to take four buses for a one way trip.

**LAVTA Staff:** The East Bay Value Pass will continue to be offered as a paper pass (calendar month) AND will be offered on the Clipper Card (rolling 31-day pass) for passengers who are travelling on the Wheels/County Connection/Tri-Delta/WestCat buses. If a passenger is paying cash and riding the “four buses,” the Day Pass Accumulator should be less expensive.

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**RESOLUTION NO. 27-2015**

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY  
UPDATING THE CONSOLIDATED FARE SCHEDULES  
AND TRANSFER AGREEMENTS FOR PASSENGERS

WHEREAS, the Board of Directors of the Livermore Amador Valley Transit Authority adopted Resolution No. 2-2015 to consolidate existing fare schedules and transfer agreements for Fixed Route and Dial-A-Ride Paratransit Service passengers effective February 2, 2015; and

WHEREAS, the Board of Directors of the Livermore Amador Valley Transit Authority finds it desirable and necessary to add the Clipper Card Fares and the Clipper Card Day Pass Accumulator fare media to LAVTA's fare policy in anticipation of the Clipper Card Implementation.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Livermore Amador Valley Transit Authority updates fare schedules and agreements with upcoming Clipper Card fares as shown below:

**FARE SCHEDULE****I. FIXED ROUTE SERVICE – Effective March 22, 2009****(i) Regular one-way fare including unrestricted transfers between Wheels buses within two hours of fare payment of:**

(a)	Adults	\$2.00
(b)	Youths between ages 6 and 18	\$2.00
(c)	Senior Citizens age 65 and over	\$1.00
(d)	Disabled Persons	\$1.00
(e)	Children under age 6 when accompanied by a fare paying passenger	FREE
(f)	Americans with Disabilities Act (ADA) Certified persons (with RTC Card)	\$1.00
(g)	Eligible employees and family members/dependents with applicable ID*	FREE

**(ii) The following paper passes will be available for passengers:**

(a)	Adults and Youths ages 6 through 18 Monthly 10 Ride Book/Script	\$16.00
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(b)	Regular Monthly (Calendar) Unlimited Rides Pass	\$60.00
(c)	Senior Citizens Monthly (Calendar) Unlimited Rides Pass	\$18.00
(d)	Disabled Persons Monthly (Calendar) Unlimited Rides Pass	\$18.00

II. CLIPPER CARD - FIXED ROUTE SERVICE – Effective Fall 2015 (when Clipper Card fully implemented)

(i) Regular one-way fare including unrestricted transfers between Wheels buses within two hours of fare payment of:

(a)	Adults	\$2.00
(b)	Youths between ages 6 and 18	\$2.00
(c)	Senior Citizens age 65 and over	\$1.00
(d)	Disabled Persons	\$1.00
(e)	Children under age 6 when accompanied by a fare paying passenger	FREE
(f)	Americans with Disabilities Act (ADA) Certified persons (with RTC Card)	\$1.00

(iii) The following electronic Clipper Card passes will be available for passengers:

(a)	Regular Monthly (Rolling 31 Day) Unlimited Rides Pass	\$60.00
(b)	Senior Citizens Monthly (Rolling 31 Day) Unlimited Rides Pass	\$18.00
(c)	Disabled Persons Monthly (Rolling 31 Day) Unlimited Rides Pass	\$18.00
(d)	Day Pass Accumulator Regular	\$ 3.75
(e)	Day Pass Accumulator Senior/Disabled	\$ 1.75

III. DIAL-A-RIDE PARATRANSIT SERVICE – Effective March 22, 2009

(a)	Fare per Ride	\$3.50
(b)	Eligible employees with applicable ID	Free**

**REGIONAL TRANSFER POLICIES**

All passes and transfers from transit systems with a reciprocal agreement (shown below) will be accepted by LAVTA at intersecting points, transit centers, and BART stations. Agencies that have reciprocal agreements with LAVTA:

**Fixed Route:**

- Free – To and from Wheels - City of Pleasanton, Downtown Pleasanton Route (DTR)
- Free – To and from Wheels - County Connection (CCCTA) within two hour period of boarding
- Free – From San Joaquin Regional Rail Commission (SJRRC) aka Altamont Corridor Express (ACE) to Wheels
- \$1.00 – From BART to Wheels

**Dial-A-Ride:**

- Free – interagency paratransit transfers from East Bay Paratransit
- Free – interagency paratransit transfers to and from County Connection Links

**WHEELS CLASS PASS PROGRAM**

A class pass is a free bus ride for up to 25 passengers (includes children, teachers and adult supervisors) from a school to any Tri-Valley destinations that WHEELS fixed routes currently serve. Teachers may request up to two (2) class passes per school year.

\*LAVTA Employees and contracted employees, as well as “eligible family members/dependents” defined below shall be issued picture identification cards that will be good for a period not to exceed one year. LAVTA staff and dependents, and contractor staff may be issued a picture ID upon date of hire, but contractor dependents are not eligible for an ID until 90 days after the employee’s hire date. At the beginning of each fiscal year, July 1, a new annual sticker will be issued to each employee and eligible dependent in order to ride Fixed Route transit. Board Members and their dependents are eligible for an ID; however retirees of the agency are not.

“Eligible Family Member/Dependent” is defined as a person who is claimed by the employee on their tax returns; or in the event no tax return is filed, then a person who is covered on the employee’s health benefits. If no tax return is filed and the employee does not elect health benefits, then a notarized and signed statement documenting that the identified person would meet the requirements of “dependent” as defined by within the parameters of a tax return or health benefit election.

LAVTA’s maintenance and operations contractor will be responsible for collecting employee and family member ID cards upon the termination of employment for one of their employees and returning these ID cards to LAVTA.

\*\* Free rides on Dial-A-Ride will be available only for Authority direct or contracted employees (no dependents), who are certified eligible for participation in the ADA paratransit program, and only for work related trips. Fraudulent use of the issued IDs, whether by a Wheels employee or their dependent, will result in rescinding the employee’s free ride privileges as well as the privileges of the employee’s dependents.

PASSED AND ADOPTED this 14th day of September 2015.

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Don Biddle, Chair

ATTEST:

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Michael Tree, Executive Director

APPROVED AS TO FORM:

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Michael Conneran, Legal Counsel