

Title VI Fare Equity Analysis for Discontinuing the  
BART Discounted Orange Ticket Program for Students  
at Participating Middle and High Schools

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## EXECUTIVE SUMMARY

To ensure compliance with federal and state civil rights regulations, including but not limited to Title VI of the Civil Rights Act of 1964 and FTA Circular 4702.1B [dated October 1, 2012 (Circular)], BART must perform an analysis of any fare or fare media change to determine if the change has a disparate impact on minority riders or a disproportionate burden on low-income riders. In accordance with the Circular, BART makes this determination by comparing the analysis results against a threshold, as defined in its Disparate Impact and Disproportionate Burden Policy.

The fare change discussed in this report is the discontinuation of the BART Orange magnetic stripe ticket, which is a fare type. The Orange ticket is sold at participating middle and high schools at a 50% discount; students pay \$16 and receive \$32 in BART value. The Orange ticket program has been in effect since the late 1990s in order to provide students a discount on school-related trips they make during the week and currently has 147 participating schools.

FTA-approved methodology has been used to assess the effects of a fare type change; draws on data from BART ridership surveys and BART automated fare collection equipment; and includes public outreach undertaken in accordance with BART's Public Participation Plan to receive public input on discontinuing the BART Plus ticket from low-income, minority, and limited-English-proficient (LEP) riders.

This report finds that the fare change could disproportionately impact minority and low-income riders, as Orange ticket users are disproportionately more minority and low-income compared to BART's overall ridership, exceeding BART's Disparate Impact/Disproportionate Burden Policy threshold of 10%, as shown in the table below.

	Minority	Non-Minority	Total	Sample Size	Low Income	Non-Low-Income	Total	Sample Size
<b>All Riders</b>	63.3%	36.7%	100.0%	5,211	26.4%	73.6%	100.0%	4,880
<b>Student Riders Using the 50% Discount Orange Ticket</b>	77.6%	22.4%	100.0%	58	38.0%	62.0%	100.0%	50
<b>Difference from All Riders</b>	14.3%				11.6%			

This report concludes that existing fare product alternatives avoid, minimize, or mitigate adverse effects of Orange ticket program termination. The existing discounted fare medium alternatives to the Orange ticket include the Clipper youth discount card and the youth red magnetic stripe ticket, as shown in the table below. These fare products offer better or similar fares and, particularly in the case of the youth discount Clipper card, enhanced benefits compared to the Orange mag-stripe ticket.

Youth Fare Medium Alternative	Discount	Surcharge per Trip	Use Limitations	How to Obtain	Additional Benefits
<b>Youth Clipper Card</b>	50%	No	None--good any time or day and for any purpose	At 3 Clipper Customer Service Centers; at more than 20 locations through Clipper partner transit agencies; via mail, e-mail, or fax (proof of eligibility required)	Youth Clipper card is free of charge. If card lost or stolen, new card can be obtained and card balance of funds restored. Value can be loaded at any BART ticket vending machine using cash, credit or debit card; autoloading also available.
<b>Youth Red Mag Stripe Ticket</b>	50%	Yes (25 cents)	None--good any time or day and for any purpose	Via mail or at BART Customer Services Center, Lake Merritt Station	--
<b>Orange Ticket</b>	50%	Yes (25 cents)	Only for school-related purposes, travel Monday through Friday	Sold only at participating schools	--

As part of the Title VI assessment, BART has undertaken public outreach to receive public input on discontinuing the Orange ticket from low-income, minority, and LEP populations, in accordance with BART's Public Participation Plan (completed in May 2010 and revised in July 2011), and the Circular.

In order to publicize the Orange ticket survey and online survey link to parents of Orange ticket riders, extensive outreach was conducted with all participating schools. The survey remained open for six weeks from February 20, 2018 through April 6, 2018. The survey was offered in English, Spanish, and Chinese. Additional language support services were offered in Korean, Tagalog, and Vietnamese and all surveys were completed online. An incentive in the form of a \$100 BART Clipper card drawing was offered as a prize for those households that returned the survey. A copy of the survey is included in the attached Public Participation Report.

The outreach effort resulted in 103 total survey responses. Of the 103 responses, 59 were from parents of students who used the Orange ticket. The remaining 44 responses were excluded from consideration either because respondents' children did not use the Orange ticket or the respondent was unsure if their children used the Orange ticket.

Fifty-eight survey respondents chose to report ethnicity, and 77.6% of these respondents identified as minority 50 survey respondents elected to report income, and of these 38.0% identified as low income.

The survey included a question for the public to comment on how the elimination of the Orange ticket program would impact the respondent's household:

*Question 7: How would the elimination of the Orange Ticket School Discount Program impact your household, if at all?*

All of the survey responses for Question 7 are included in Appendix PP-C.

Approximately half of respondents (29 of 59) were either supportive of eliminating the Orange ticket program or had no comment about the change. Below is a sample response:

*"Assuming we can receive the same youth discount with a youth discount Clipper card, there is no impact at all. Or, it means greater convenience, as we can just purchase the tickets easily, rather than going through the BART Orange program. I am glad to see the switch."*

The remaining half of respondents (30 of 59) expressed concerns about the change. Some of these comments specifically addressed the transition from Orange tickets to Clipper cards, including the following:

*"Makes it harder because you have to pre-pay Clipper and keep it separate for school and personal use."*

However, many of these comments that expressed concerns seemed rooted in confusion about how the change would impact their households. Despite the fact that the survey form itself reiterated that a youth discount was available through the Clipper card, many respondents believed this change would result in significant financial hardship. Others did not realize that Clipper cards could be used for BART rides. Some comments also raised concerns about whether BART would continue to accept Orange tickets that have already been purchased. Should the Orange ticket program be discontinued, Orange tickets will continue to be accepted at the fare gate.

An analysis of the responses by protected populations shows that 46.7% of the 45 minority respondents either supported or did not comment on the elimination of the Orange ticket, while 53.3% did not support the proposal. Of the 19 low-income respondents, 47.4% either supported or had no comment, and 52.6% were not in support. Not commenting on a proposal can indicate neutrality or potentially some level of acceptance of it. As noted above, analysis of the comments shows that many people were confused regarding implementation of the youth discount Clipper card, costs, and the fact that those who have pre-existing Orange tickets could still use the tickets in the system.

Input was provided by members of BART's Title VI/Environmental Justice (EJ) Advisory Committee and Limited English Proficiency (LEP) Advisory Committee. BART formed the two committees to ensure that the District is taking reasonable steps to incorporate Title VI and Environmental Justice principles and the needs of LEP populations in BART's transportation decisions. Committee members are appointed to represent the needs and viewpoints of minority, low-income, and/or LEP populations and are active participants in local community-based organizations that serve one or more of these groups.

BART staff met with the Title VI/EJ and LEP Advisory Committees in a special joint meeting on April 2, 2018, with the Title VI/EJ Advisory Committee on May 7, 2018, and the LEP Advisory Committee on May 22, 2015. Members were supportive of eliminating the Orange ticket fare media and program. One member stated that her organization hosted a BART/MTC mag-stripe ticket surcharge mitigation outreach event which was very successful in helping people sign up for Clipper cards, including the youth discount Clipper card.

An equity finding is made after considering both the fare change analysis results and public comment received. This report finds that the fare change could disproportionately impact

minority and low-income riders, as Orange ticket users are disproportionately more minority and low-income compared to BART's overall ridership, exceeding the DI/DB Policy threshold of 10%. However, the disproportionate impacts are not adverse because the existing youth discount Clipper card and the red magnetic stripe youth ticket fare products offer better or similar fares and, particularly in the case of the youth discount Clipper card, enhanced benefits compared to the Orange mag-stripe ticket. Therefore, the report concludes that the termination of the Orange ticket program will not result in a disparate impact or disproportionate burden on minority riders or low-income riders, respectively.



## Section 1: Introduction

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To ensure compliance with federal and state civil rights regulations, including but not limited to Title VI of the Civil Rights Act of 1964 and FTA Circular 4702.1B [dated October 1, 2012 (Circular)], BART must perform an analysis of any fare or fare media change to determine if the change has a disparate impact on minority riders or a disproportionate burden on low-income riders when compared to overall users. In accordance with the Circular, BART makes this determination by comparing the analysis results against a threshold, as defined in its Disparate Impact and Disproportionate Burden Policy (DI/DB Policy), adopted on July 11, 2013 by the BART Board.

The fare change discussed in this report is the discontinuation of the BART magnetic stripe Orange ticket, which is a discounted ticket for students attending middle or secondary schools that participate in the Orange ticket program. Almost 150 schools currently participate in the program, and a list of these schools is provided in Appendix PP-D. Per BART policy, the Orange ticket may be used only for trips to and from school or school-sponsored events and on Monday through Friday only. Discounted Orange tickets have been sold to students by program-participant schools since the late 1990s.

The BART Orange ticket gives a discount of 50% to the full fare. The table below shows the pricing structure of BART Orange tickets, which are sold only by participating schools. Schools collect payment in advance from students and place ticket orders directly with BART. The student pays a discounted amount of \$16 and gets Orange tickets with a BART value of \$32.

Value of Orange Ticket	Price Student pays for Orange Ticket	Discount Student Receives
\$32	\$16	50%

**Table 1**

Effective January 1, 2018, BART implemented two fare changes that are relevant to this report. First, trips made with magnetic stripe tickets began to have a per-trip surcharge added; the surcharge does not apply to trips made with the Clipper regional smart card. For Orange magnetic stripe tickets, the per-trip surcharge is \$0.25, a 50% discount to the \$0.50 per-trip surcharge on regular fare blue magnetic stripe tickets. Second, the age youth became eligible for a 50% discount was increased from through age 12 to through age 18.

When the Orange ticket program began in the late 1990s, a technical limitation was present in BART's automated fare collection equipment that meant an Orange ticket could not have value added to it at a BART add value machine so the rider could exit the system. To address this technical limitation, the Orange ticket had to have a "last ride feature" so that a rider with a nickel or more left on the ticket could use that ticket to take one last ride within the BART system. This technical limitation is not present in the youth Clipper card or the youth Red mag-stripe ticket, and so these fare media do not have a last ride feature.

The level of discount the last ride feature provides depends on both the amount of value remaining on the ticket and the fare for the last trip taken, and so the discount varies by rider. For example, BART's average fare is currently \$4.00, so at a 50% discount, the average fare would be \$2.00. If a student has a nickel left on their ticket, the value of the last ride

feature would be \$1.95; if the student has \$1.15 left on the ticket, the value of the last ride feature would be \$0.85, or a \$1.10 less. Thus, the last ride feature benefits riders differentially. With Clipper, riders neither have unused value on their tickets nor receive widely varying discounts.

The youth Clipper card has additional advantages over the Orange ticket. The youth Clipper card can be used to get the 50% discount any time, any day, and for any purpose, which is not the case for the Orange ticket. The discount the student gets with the youth discount Clipper card on weekends and for non-school related trips should more than make up for any differential value of the Orange ticket last ride feature. In addition, youths who use Clipper do not pay the \$0.25 per-trip magnetic stripe ticket surcharge, which could equal a monthly savings of \$10 if the student uses BART to commute to and from school. Also, as noted above, youth Clipper cards are automatically registered when they are issued so that if the youth Clipper card is ever lost or stolen, a new card can be obtained and the balance of funds at the time on the card restored. Value can be loaded onto the Clipper card at any BART ticket vending machine using cash, credit or debit card, and there is also an option for auto-loading funds onto the card. Thus, the youth discount Clipper card provides the 50% discount, has no per-trip mag-stripe surcharge, and offers students significantly more functionality as a fare medium than the Orange ticket.

This report uses FTA-approved methodology to assess the effects of a fare type change; draws on data from BART ridership surveys, BART ticket sales, MTC card-issuance, and BART automated fare collection equipment; and includes public outreach undertaken in accordance with BART's Public Participation Plan.

# Section 2: Minority Disparate Impact and Low-Income Disproportionate Burden Analysis

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## 2.1 Assessing Fare Change Effects

This section describes the data and methodology used to assess the effects of a fare change on minority and low-income riders, in accordance with the fare equity analysis procedures in the Circular.

Data analysis shall include the following steps as outlined in Chap. IV-19 of the Circular:

- i. Determine the number and percent of users of each fare media being changed;
- ii. Review fares before the change and after the change;
- iii. Compare the differences between minority users and non-minority users; and
- iv. Compare the differences for each particular fare media between low-income users and non-low-income users.

As stated in the Circular App. K-11, comparing protected riders and non-protected riders can “yield even clearer depictions of differences.” For fare type changes, BART will assess whether protected riders are disproportionately more likely to use the affected fare type or media, and if such effects are adverse. In accord with BART’s Disparate Impact/Disproportionate Burden Policy (DI/DB Policy), impacts will be considered disproportionate when the difference between the affected fare types’ protected ridership share and the overall system’s protected ridership share is greater than 10%.

When the survey sample size of the ridership for the affected fare type is too small to permit a finding of statistical significance, BART will collect additional data if viable. If the resulting survey sample size is also too small to permit a finding of statistical significance, BART may conclude that a finding of disparate impact and/or disproportionate burden cannot be determined based on the available data.

Should BART find that minority riders experience disparate impacts from the proposed change, BART should take steps to avoid, minimize, or mitigate disparate impacts. If the additional steps do not mitigate the potential disparate impacts on minority riders, pursuant to the Circular, BART may proceed with the proposed fare change if BART can show that:

- A substantial legitimate justification for the proposed fare change exists; and,
- There are no alternatives serving the same legitimate objectives that would have a less disparate impact on minority populations.

If a finding is made that the proposed fare change would place a disproportionate burden on low-income riders compared to non-low income riders, BART will take steps to avoid, minimize, or mitigate impacts where practicable. BART shall also describe alternatives available to low-income populations affected by the fare change. Mitigation is neither necessary nor required where no disparate impact and/or disproportionate burden is found.

## 2.2 Methodology and Data Used

Circular Chap. IV-19 states that an agency shall analyze any available information from ridership surveys when evaluating the adverse effects of fare changes. The fare change under study is a change to a specific fare media type, and the methodology and data used are described below.

### 2.2.1 Methodology

BART uses FTA-approved methodology to assess the effects of a fare type change. The methodology for fare type changes assesses whether protected riders are disproportionately more likely to use the affected fare type or media. Recent rider survey data are used to make this determination. In accordance with the DI/DB Policy, impacts are considered disproportionate when the difference between the protected ridership using the affected fare type and the protected ridership of the overall system is greater than 10%.

### 2.2.2 Data Sources

#### A. BART Customer Satisfaction Survey

The BART Customer Satisfaction Survey provides data on BART's overall ridership. Conducted every other September, this survey allows BART to track trends in rider satisfaction, demographics, and BART usage across the system. The most recent survey conducted in 2016 has a sample size of 5,342, including weekday peak, off-peak, and weekend riders. Survey data provides demographic information on BART riders' fare type and media usage.

For the 2016 Customer Satisfaction Survey and the Orange ticket survey distributed as described above, minority includes riders who are Asian, Hispanic (any race), Black/African American, American Indian/Alaskan Native, and Other (including multi-racial). Non-minority is defined as white. Responses to the 2016 Customer Satisfaction Survey indicate that 63.3% of BART riders are minority.

For the purposes of this analysis, low-income is defined as 200% of the federal poverty level. This level is approximated by considering both the household size and household income of respondents to the 2016 Customer Satisfaction Survey and respondents to the Orange ticket survey. The household size and household income combinations that comprise "low-income" are as follows:

LOW INCOME	
Household Size	Household Income
1+	Under \$25K
2+	Under \$35K
3+	Under \$40K
4+	Under \$50K
5+	Under \$60K

Table 2-1

As an example, a household of two or more people with an income of \$33,000 would be considered low-income.

The eight income ranges used in the 2016 Customer Satisfaction Survey are the following:

- Under \$25,000
- \$25,000-\$34,999
- \$35,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$59,999
- \$60,000-\$74,999
- \$75,000-\$99,999
- \$100,000+

According to 2016 Customer Satisfaction Survey responses, 26.4% of BART riders are considered low income.

#### **B. 2018 Survey for Parents of Youth at Schools Participating in BART's Student Discount Orange Ticket Program**

This survey provides data for middle and high school students who currently use the 50% discounted Orange ticket ("Rider Group 1"). BART with the assistance of Imprenta Communications Group surveyed parents and guardians of middle and high school students at the 147 schools participating in the Orange ticket program. The survey response period was open from February 20, 2018 through April 6, 2018, and schools were offered the choice of either distributing the survey online or handing out paper surveys for parents to complete. An incentive of a \$100 Clipper card was offered as a prize in a drawing for those households that returned the survey.

While the option to drop off paper surveys to the school was provided, all the schools chose to publicize the online survey link. Imprenta also kept in close contact with Orange ticket school administrators to answer questions and urge active participation in getting surveys returned. The survey was offered in English, Spanish, and Chinese. Additional language support services were offered in Korean, Tagalog, and Vietnamese, and all surveys were completed online.

BART received 103 responses to this survey, 59 of which were from parents of students who used the Orange ticket. The remaining 44 responses were excluded from consideration either because their children did not use the Orange ticket or the respondent was unsure if their children used the Orange ticket.

Of the 59 responses from parents of students who did use the Orange ticket, 58 chose to report ethnicity and 50 elected to report income. Due to the relatively small sample sizes, margins of error for data from this survey will be relatively high (+/- 11.6 percentage points). The relatively small sample size was expected, however, as the total universe of Orange ticket users is also relatively small (approximately 350 students per weekday, assuming round-trips). The relatively low response rate, even after the significant outreach undertaken as described in the attached Public Participation Report, could also indicate that potential survey takers opted not to take the survey because elimination of the Orange ticket was not of particular concern to them. A comparison of the current response rate of 59 to the response rate of almost 300 to a fall 2014 Orange ticket survey, as described in the next

section, could indicate students have already begun the shift from the Orange ticket to the Clipper youth card, which gives a 50% discount and provides additional benefits. These survey results, shown in the table below, indicate that students using Orange tickets are more minority and low-income than BART’s overall ridership.

**Rider Group 1: 50% Student Discount Orange Ticket Rider Demographics from 2018 Orange Ticket Elimination Survey Results**

	Minority	Non-Minority	Total	Sample Size	Low Income	Non-Low-Income	Total	Sample Size
All Riders	63.3%	36.7%	100.0%	5,211	26.4%	73.6%	100.0%	4,880
Student Riders Using the 50% Discount Orange Ticket	77.6%	22.4%	100.0%	58	38.0%	62.0%	100.0%	50
Difference from All Riders	14.3%				11.6%			

**Table 2-2**

**C. 2014 Survey for Parents of Youth at Schools Participating in BART’s Student Discount Orange Ticket Program**

As the sample size of the 2018 survey of Orange ticket users was relatively small, this report also provides data on Orange ticket student riders (“Rider Group 2”) gathered during fall 2014 for the “Title VI Fare Equity Analysis of Possible Changes to the Fare Discount Offered to Youth Riders” (2017 Youth Fare Equity Analysis), which the BART Board approved in June 2017. To analyze the fare change options, BART with the assistance of Imprenta Communications Group gathered survey data during fall 2014 about youth riders from age 5 through 18 years, including students who used Orange tickets. The parent or guardian of the youth rider provided the data to ensure the accuracy of the income data. The Orange ticket student data gathered for the 2017 Youth Fare Equity Analysis is within the parameters of what is considered appropriate and current survey data (within five years) for use in a Title VI fare equity analysis, per the Circular.

The fall 2014 survey had almost 300 responses regarding Orange ticket student ethnicity and household income. These results show Orange ticket student riders to be very similar to BART’s overall ridership, with an identical percentage of minority riders and a variation of less than 3% for low-income between the Orange ticket users and BART’s overall ridership. The data in Table 2-3 is provided for informational and comparison purposes only and is not used in this report to make a finding of disproportionate impact.

**Rider Group 2: 50% Student Discount Orange Ticket Rider Demographics from 2017 Youth Fare Equity Analysis**

	Minority	Non-Minority	Total	Sample Size	Low Income	Non-Low-Income	Total	Sample Size
All Riders	63.3%	36.7%	100.0%	5,211	26.4%	73.6%	100.0%	4,880
Student Riders Using the 50% Discount Orange Ticket	63.3%	36.7%	100.0%	294	29.0%	71.0%	100.0%	276
Difference from All Riders	0.0%				2.6%			

**Table 2-3**

**2.3 Analysis Results**

Pursuant to the Circular, BART is to perform an analysis of any fare change to determine if the change disproportionately impacts minority and/or low-income riders. In accordance

with the Circular, BART is to make this determination by comparing the analysis results against the appropriate threshold defined in BART's DI/DB Policy.

This section applies BART's DI/DB Policy threshold to the survey data described in the previous section.

### *2.3.1 Minority Disparate Impact and Low-Income Disproportionate Burden Analyses and Findings*

Survey data gathered in 2018 shows that students using the Orange ticket are more minority and low-income than BART's overall ridership. Students using Orange tickets are 14.2% more minority than BART's overall ridership and 11.6% more low-income. Each of these differences exceeds the DI/DB Policy threshold of 10%.

## 2.4 Alternatives Available for People Affected by the Fare Change

BART Orange ticket users have fare media alternatives available to them that would avoid, minimize, or mitigate disproportionate impacts of discontinuing the ticket.

### *2.4.1 Alternatives Available to Avoid, Minimize or Mitigate Disproportionate Impact*

#### **A. Youth Discount Clipper Card**

The first alternative is the youth Clipper card, which is free of charge, and gives youth riders age 5 through 18 a 50% youth discount on BART. Customers can get their free youth Clipper cards immediately at three Clipper Customer Service Centers (two in San Francisco and one in Oakland) and from Clipper partner transit agencies at more than 20 locations throughout the Bay Area. Youth Clipper card applications can also be submitted via mail, e-mail, or fax. The completed application must be accompanied by proof of eligibility such as a copy of a birth certificate, passport, or other official document verifying age.

Youth Clipper cards are automatically registered when they are issued. If the youth Clipper card is ever lost or stolen, a new card can be obtained and the balance of funds at the time on the card restored by contacting Clipper Customer Service. Value can be loaded onto the Clipper card at any BART ticket vending machine using cash, credit or debit card, and there is also an option for auto-loading funds onto the card once the card's balance reaches a certain level.

Extensive outreach was conducted on the youth discount Clipper card by BART and MTC staff from December 2017 through March 2018, with many youth applications handed out at 29 outreach events. Information on this outreach can be found in the attached Public Participation Report.

#### **B. Red Magnetic Stripe Discount Ticket for Youth age 5 through 18**

The second alternative is the red mag-stripe ticket that can be purchased by mail or at the BART Customer Services Center at Lake Merritt Station. The red mag-stripe ticket also provides a 50% discount for youth ages 5 through 18 and, like the Orange ticket, has a 25-cent per trip magnetic stripe ticket surcharge.

## 2.4.2 Comparison of Alternatives Available to Avoid, Minimize or Mitigate Disproportionate Impact

This section provides data that shows student riders are choosing to use the Clipper discount youth card instead of the Orange ticket, which can indicate they find the Clipper discount youth card to be a better fare medium and a better choice for them compared to the Orange ticket.

### A. Orange Ticket Sales

The graph below shows the decline over time in Orange ticket purchases by schools after the implementation in January 2018 of the mag-stripe per-trip surcharge and extension of a 50% discount to youth ages 13 through 18.

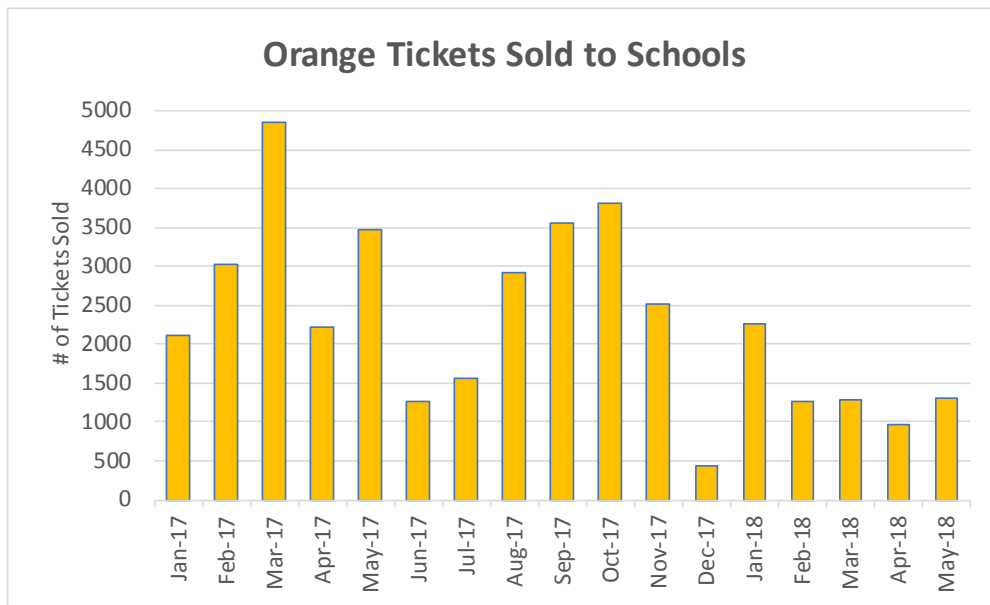


Figure 2-1

Following Board approval of the 50% youth discount in June 2017, BART staff notified schools that the Orange ticket program could be going away effective July 1, 2018. The spike in sales from July 2017 through November 2018 could be attributed to the school administrators of the Orange tickets not being aware of how the 50% student discount would be applied as of January 2018, when the change would be implemented. Accordingly, they may have stocked up on Orange tickets in the remaining months of the program.

Since implementation of the fare change in January 2018, there has been a significant decline in Orange ticket purchases by schools, as shown in the table below. For example, comparing March 2017 to March 2018, tickets sales have declined by almost 75% to 1,292 from 4,850. This could be attributed to extensive outreach by BART and MTC staff on the availability of free youth discount Clipper cards that give the 50% youth discount and allow students to avoid paying the discounted 25-cent per trip Orange ticket surcharge, and educating the public and administrators on the extension of the 50% youth discount for riders aged 13-18. Further information on this education and outreach can be found in the attached Public Participation Report.



	2017	2018	Change Yr- to-Yr
<b>January</b>	2120	2265	6.8%
<b>February</b>	3030	1255	-58.6%
<b>March</b>	4850	1292	-73.4%
<b>April</b>	2213	976	-55.9%
<b>May</b>	3471	1300	-62.5%

Table 2-4

## B. Clipper Card Issuance

The following table provided by MTC shows that there has been an increase in youth discount Clipper card applications and issuance by various agencies and through MTC from FY14 through to FY18.

Table 2-5: Youth Discount Clipper Card Issuance by Agency

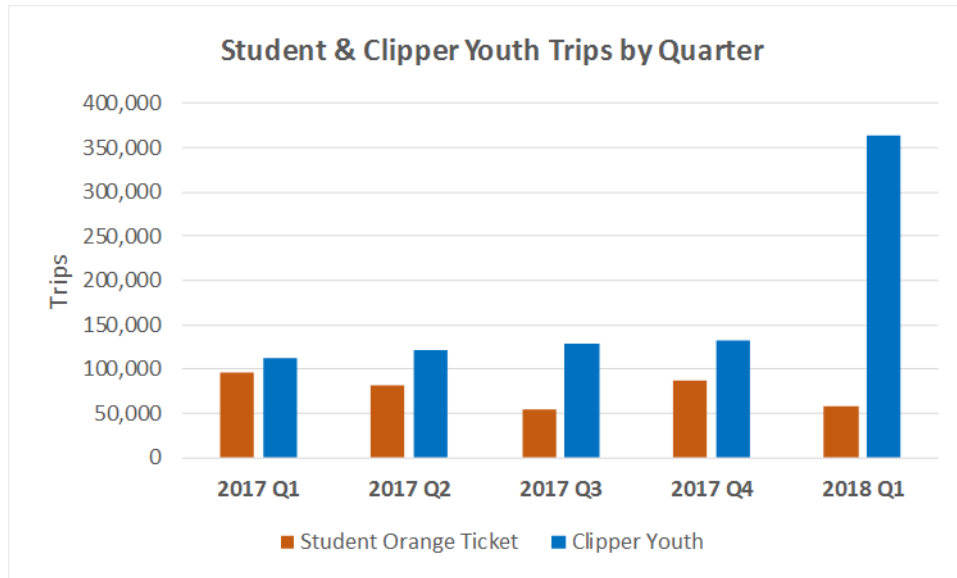
	FY 14-15 Quarter 3			FY 15-16 Quarter 3			FY 16-17 Quarter 3			FY 17-18 Quarter 3		
	2015	2015	2015	2016	2016	2016	2017	2017	2017	2018	2018	2018
	Jan-15	Feb-15	Mar-15	Jan-16	Feb-16	Mar-16	Jan-17	Feb-17	Mar-17	Jan-18	Feb-18	Mar-18
<b>Card Issuance by Operator: Mail/Email/Fax</b>												
Mail In Applications: Youth	380	320	386	498	485	485	454	433	511	1178	949	773
<b>Card Issuance by Operator: Embarcadero Station</b>												
Bay Crossings Embarcadero Station: Youth	155	121	144	129	137	124	169	131	153	367	291	396
<b>Card Issuance by Operator: AC Transit</b>												
AC Transit: Youth	253	188	214	180	199	190	184	150	157	208	172	272
<b>Card Issuance by Operator: BART</b>												
BART: Youth*										171	117	118
<b>Card Issuance by Operator: SF Muni</b>												
SF Muni: Youth	30	504	437	397	324	243	392	368	429	395	564	348
<b>Total by month</b>												
Email/mail/fax and major distributors	818	1133	1181	1204	1145	1042	1199	1082	1250	2319	2093	1907
<b>Total by quarter</b>												
Email/mail/fax and major distributors			3132			3391			3531			6319

\*Through May 2017, youth applications received at BART were processed as mail/email/fax applications.

Table 2.5 shows there has been a very dramatic recent increase in issuance of youth discount Clipper cards. Card applications have grown by 79% from January-March 2017 when compared to January-March 2018. Possible reasons for this could include the impact of handing out many youth applications at all the mag-stripe ticket mitigation events and the extensive outreach undertaken to educate the public on the youth discount Clipper card, which are described in detail in the attached Public Participation Report.

**C. Youth Discount Clipper Card vs. Orange Ticket Usage Data**

The following graph shows that youth Clipper card usage has grown by 324% from January-March 2018 compared to the same three-month period in 2017, while student Orange ticket trips have decreased by 39.7%.



**Figure 2-2**

#### D. Comparison of Fare Media Providing Youth Discount

The table below shows the differences between using the youth fare medium alternatives for Clipper and mag stripe fare media as of January 2018.

Youth Fare Medium Alternative	Discount	Surcharge per Trip	Use Limitations	How to Obtain	Additional Benefits
<b>Youth Clipper Card</b>	50%	No	None--good any time or day and for any purpose	At 3 Clipper Customer Service Centers; at more than 20 locations through Clipper partner transit agencies; via mail, e-mail, or fax (proof of eligibility required)	Youth Clipper card is free of charge. If card lost or stolen, new card can be obtained and card balance of funds restored. Value can be loaded at any BART ticket vending machine using cash, credit or debit card; autoload also available.
<b>Youth Red Mag Stripe Ticket</b>	50%	Yes (25 cents)	None--good any time or day and for any purpose	Via mail or at BART Customer Services Center, Lake Merritt Station	--
<b>Orange Ticket</b>	50%	Yes (25 cents)	Only for school-related purposes, travel Monday through Friday	Sold only at participating schools	--

**Table 2-6**

The Circular’s requirement regarding alternatives provides for latitude, from the stricter requirement to “avoid” through to the less strict direction to “minimize” the effects of the fare change. This report finds that although there may be impacts to minority and low-income users as the Policy’s 10% threshold is exceeded based on a relatively small survey sample size, existing fare products such as the youth discount Clipper card and the youth red mag stripe ticket offer better or similar fares and fare media functionality than the Orange ticket. As mentioned previously, BART and MTC staff educated the public on the availability of free youth discount Clipper cards and how using the Clipper card avoids the per-trip surcharge on mag-stripe tickets (the surcharge is 25 cents for Orange tickets) and that a 50% discount was now available to youth ages 13 through 18. Further information on this education and outreach can be found in the attached Public Participation Report. The next section summarizes these public participation efforts

## Section 3: Public Participation

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Consistent with BART's Public Participation Plan completed in May 2010 and revised in July 2011, BART conducted outreach to inform the public and solicit feedback on ending the BART Orange ticket program. Extensive outreach was conducted through schools administering the Orange ticket program to specifically reach low income, minority and Limited English Proficient (LEP) parents of children using the Orange ticket.

### 3.1 Process for Soliciting Public Input

BART reached out to Orange ticket program administrators at all 147 schools that currently participate in the program. In order to publicize the survey and survey link, extensive outreach was conducted with the schools. The survey remained open for six weeks from February 20, 2018 through April 6, 2018. Prior to February 20, 2018, preliminary phone calls were made to administrators so they would be aware of the upcoming outreach. Each administrator received three emails and multiple follow-up phone calls requesting them to share the online and paper surveys with parents of students who use the Orange tickets. While the option to drop off paper surveys to the school was provided, all of the schools chose to publicize the online survey link. Email responses from school administrators and the full list of contacted schools is included in the attached Public Participation Report.

The survey was offered in English, Spanish, and Chinese. Additional language support services were offered in Korean, Tagalog, and Vietnamese and all surveys were completed online. A \$100 BART Clipper card prize drawing was offered as an incentive for those households that returned the survey. A copy of the survey is included in the attached Public Participation Report.

Presentations were also made to BART's Title VI/Environmental Justice Advisory Committee and Limited English Proficiency (LEP) Advisory Committees in April and May 2018.

### 3.2 Survey Respondent Demographics

The outreach effort resulted in 103 total survey responses. Of the 103 responses, 59 were from parents of students who used the Orange ticket. The remaining 44 responses were excluded from consideration either because the respondents' children did not use the Orange ticket or the respondent was unsure if their children used the Orange ticket.

Fifty-eight survey respondents chose to report ethnicity, and 77.6% of these respondents identified as minority; 50 survey respondents elected to report income, and of these 38.0% identified as low income. The attached public participation report has more detailed information on demographics and provides a database of all survey respondents and comments received.

### 3.3 Public Comments

The survey included a question for the public to comment on how the elimination of the Orange ticket program would impact the respondent's household:

*Question 7: How would the elimination of the Orange Ticket School Discount Program impact your household, if at all?*

All of the survey responses for Question 7 are included in Appendix PP-C.

Approximately half of respondents (29 of 59) were either supportive of eliminating the Orange ticket program or had no comment about the change. Below is a sample response:

*"Assuming we can receive the same youth discount with a youth discount Clipper card, there is no impact at all. Or, it means greater convenience, as we can just purchase the tickets easily, rather than going through the BART Orange program. I am glad to see the switch."*

The remaining half of respondents (30 of 59) expressed concerns about the change. Some of these comments specifically addressed the transition from Orange tickets to Clipper cards, including the following:

*"Makes it harder because you have to pre-pay Clipper and keep it separate for school and personal use."*

However, many of these comments that expressed concerns seemed rooted in confusion about how the change would impact their households. Despite the fact that the survey form itself reiterated that a youth discount was available through the Clipper card, many respondents believed this change would result in significant financial hardship. Others did not realize that Clipper cards could be used for BART rides.

Some comments also raised concerns about whether BART would continue to accept Orange tickets that have already been purchased. Should the Orange ticket program be discontinued, Orange tickets will continue to be accepted at the fare gate.

An analysis of the responses by protected populations shows that 46.7% of the 45 minority respondents either supported or did not comment on the elimination of the Orange ticket, while 53.3% did not support the proposal. Of the 19 low-income respondents, 47.4% either supported or had no comment, and 52.6% were not in support. Not commenting on a proposal can indicate neutrality or potentially some level of acceptance of it. As noted above, analysis of the comments shows that many people were confused regarding implementation of the youth discount Clipper card, costs, and the fact that those who have pre-existing Orange tickets could still use the tickets in the system.

Input was provided by members of BART's Title VI/Environmental Justice Advisory Committee and Limited English Proficiency (LEP) Advisory Committee. BART formed the two committees to ensure that the District is taking reasonable steps to incorporate Title VI and Environmental Justice principles and the needs of LEP populations in BART's transportation decisions. Committee members are appointed to represent the needs and viewpoints of minority, low-income, and/or LEP populations and are active participants in local community-based organizations that serve one or more of these groups.

BART staff met with the Title VI/Environmental Justice and LEP Advisory Committee in a Special Joint meeting on April 2, 2018, the Title VI/EJ meeting on May 7, 2018, and the LEP Advisory Committee on May 22, 2015. Members were supportive of eliminating the Orange ticket fare media and program. One member stated that her organization hosted a

BART/MTC mag-stripe ticket surcharge mitigation outreach event which was very successful in helping people sign up for Clipper cards. She noted that BART/MTC staff provided very helpful information on the benefits of and how to get the youth discount Clipper card at this event and expressed approval of the mitigation measure of moving youth towards Clipper cards.

## Section 4: Equity Findings for Discontinuing Orange Ticket

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This section provides equity findings for the fare change of discontinuing the Orange ticket program. An equity finding is made after considering both the fare change analysis results described in Section 2, as well as public comment received, as described in Section 3 and in greater detail in the attached Public Participation Report.

### 2.5 Minority Disparate Impact and Low-Income Disproportionate Burden Finding

This report finds that there may be impacts to minority and low-income Orange ticket users as survey results show they are more minority and low-income than BART's overall ridership, exceeding the DI/DB Policy's 10% threshold, but that existing fare products—the youth discount Clipper card most notably as well as the youth red mag-stripe ticket—offer better or similar fares and fare media functionality compared to the Orange ticket. Even with Orange ticket availability, data shows that Orange ticket trips decreased by almost 40% in the first three months of 2018 compared to that time period in 2017, and youth discount Clipper card issuance and usage have gone up dramatically. The decline in Orange ticket trips and the increase in Clipper card use indicates youth riders find the Clipper youth discount card to be a very good option for their trip making purposes.

As mentioned previously, BART and MTC staff educated the public on the availability of free youth discount Clipper cards and that using the youth Clipper card would avoid the Orange mag-stripe ticket per-trip surcharge of 25 cents (a 50% discount to the full fare mag-stripe surcharge), and on the extension of the youth discount for ages 13-18. A BART YouTube video and efforts from BART Police Department further helped publicize the youth discount Clipper cards. Further information on this education and outreach can be found in the attached Public Participation Report.

Although significant outreach and education were undertaken, some public comments show that people were confused regarding implementation of the youth discount Clipper card, costs, and the fact that those who still had pre-existing Orange tickets could still use the tickets in the system. While it appears that more education and awareness of Clipper youth card and discount would have been helpful, it should be noted that concurrent with this Orange ticket Title VI outreach process and surveying, the multiple outreach processes described above were occurring to encourage youth discount Clipper card registration and the public is potentially much more aware now of the better options available to them than during the Orange ticket elimination outreach. These various types of outreach are described in the attached Public Participation Report in more detail.

BART staff met on this topic with the Title VI/Environmental Justice and LEP Advisory Committees in a special joint meeting on April 2, 2018, with the Title VI/EJ Advisory Committee on May 7, 2018, and the LEP Advisory Committee on May 22, 2018. Advisory committee members were supportive of eliminating the Orange ticket fare media and program.

## 2.6 Equity Finding Conclusion

This report finds that the fare change of eliminating the Orange ticket may impact minority and low-income users of the Orange tickets, as they are more minority and low-income than BART's overall ridership, exceeding the DI/DB Policy's 10% threshold. However, the disproportionate impacts are not adverse because existing fare products offer better or similar fares and fare media as the Orange ticket. Therefore, the report concludes that the elimination of the Orange ticket and the termination of the Orange ticket program will not result in a disparate impact or disproportionate burden on minority riders or low-income riders, respectively.







Title VI Fare Equity Analysis for Discontinuing the  
BART Discounted Orange Ticket Program for Students at  
Participating Middle and High Schools

**PUBLIC PARTICIPATION REPORT**

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June 14, 2018



# Public Participation Report

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# Section 1: Public Participation Process

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## 1.1 Purpose

BART, with the assistance of Imprenta Communications, conducted public outreach to solicit feedback on a proposal to eliminate Orange magnetic stripe (mag-stripe) tickets, which are sold at a 50% discount to students at participating middle and high schools. This proposed change supports migration of student riders to the youth discount Clipper card, which also offers them BART's 50% discount, and gives them a discount on the region's other transit operators. A key component of the Title VI outreach is to seek input on these types of fare changes from minority, low-income, and limited English proficient (LEP) populations.

BART reached out to all 147 schools in the Bay Area that participate in the Orange ticket program and distributed surveys to parents of students who use the discounted tickets. The survey was made available online at <http://www.bart.gov/orangeticket> and in a hard-copy paper format as an option for each school. The survey remained open for six weeks from February 20, 2018 through April 6, 2018.

This section describes the Title VI public participation process and the public comments by respondents to BART's Orange ticket program survey.

## 1.2 Outreach

BART reached out to Orange ticket program administrators at all 147 schools that currently participate in the program to get parents to complete the survey. In order to publicize the survey and survey link, extensive outreach was conducted with the schools. The survey remained open for six weeks from February 20, 2018 through April 6, 2018. Prior to February 20, 2018, preliminary phone calls were made to administrators so they would be aware of the upcoming outreach. Each administrator received three emails and multiple follow-up phone calls requesting them to share the online and paper surveys with parents of students who use the Orange tickets. While the option to drop off paper surveys to the school was provided, all schools chose to publicize the online survey link. Email responses from school administrators are listed in Appendix PP-B, and the full list of contacted schools is included in Appendix PP-D.

The survey was offered in English, Spanish, and Chinese. Additional language support services were offered in Korean, Tagalog, and Vietnamese and all surveys were completed online. An incentive of a \$100 BART Clipper card was offered as a prize for a drawing for those households that returned the survey. A copy of the survey is included in Appendix PP-A.

## Section 2: Public Comments

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The outreach effort resulted in 103 total survey responses. Of the 103 responses, 59 were from parents of students who used the Orange ticket. The remaining 44 responses were excluded from consideration either because their children did not use the Orange ticket or the respondent was unsure if their children used the Orange ticket.

While the analysis does not factor in comments from program administrators, BART did receive some comments during the outreach process from school administrators indicating that they had no students currently participating in the Orange ticket program or that their students had already converted to Clipper cards to receive the youth discount. Their comments have been indexed in Appendix PP-B.

The comments from the administrators may also help explain the level of response rate by parents to the surveys. Since many students have already converted to youth Clipper cards, parents may not have felt it was necessary to complete a survey regarding the Orange tickets. This is also supported by comparing the 59 parent responses to this survey to the almost 300 parent responses to a survey of the parents of Orange ticket users done in fall 2014, before BART began to offer a 50% discount to youth through age 18, which is available with the youth Clipper card.

Of the 59 parent responses, 57 were in English and two were in Spanish. All comments throughout this report have been transcribed as written by the public.

A demographic summary of the relevant survey respondents is shown below in Table 1.



**Table 1: Survey Demographic Summary**

All Respondents		
	Percent*	Sample Size*
<b>Used Orange Ticket</b>		
Yes	57.3%	59
No	37.9%	39
Unsure	4.9%	5
<b>Total*</b>	<b>100%</b>	<b>103</b>
<b>Ethnicity of Orange Ticket Users</b>		
White	22.0%	
Black/African American	18.6%	
Asian or Pacific Islander	18.6%	
American Indian or Alaska Native	3.4%	
Hispanic/Latino	20.3%	
Other or Multiple Race	15.3%	
Declined to State	1.7%	
<b>Total Answers</b>	<b>100%</b>	<b>59</b>
<b>Minority</b>	<b>77.6%</b>	
<b>Non-Minority</b>	<b>22.4%</b>	
<b>Total</b>	<b>100%</b>	<b>58</b>
<b>Annual Household Income</b>		
Under \$25,000	8.5%	
\$25,000 - \$34,999	3.4%	
\$35,000 - \$39,999	8.5%	
\$40,000 - \$49,999	15.3%	
\$50,000 - \$59,999	8.5%	
\$60,000 - \$74,999	10.2%	
\$75,000 - \$99,999	5.1%	
\$100,000 and over	25.4%	
Declined to State	15.3%	
<b>Total</b>	<b>100%</b>	<b>59</b>
<b>Income of Orange Ticket User Household**</b>		
<b>Low-income</b>	38.0%	
<b>Non-low-income</b>	62.0%	
<b>Total</b>	<b>100%</b>	<b>50</b>
<b>English Proficiency</b>		
Well	6.8%	
Very well	22.0%	
Not well	5.1%	
Not at all	3.4%	
Declined to State	62.7%	
<b>Total</b>	<b>100%</b>	<b>59</b>

\*Note: due to rounding, percentages may not add up to 100%, sample size dependent upon completed answers.

\*\*Low-income and non-low-income percentages factor in both household size and annual household income.

## 2.1 BART Orange Ticket Usage

Students attending participating middle and high schools can purchase magnetic stripe Orange tickets at a 50% discount, paying \$16 for \$32 in value. The purpose of this survey was to collect feedback on the impact of eliminating the Orange ticket program

### 2.1.1 Question 1: School Name

BART contacted all 147 schools that participate in the Orange ticket program, and parents at 21 of the schools responded to the survey.

**Table 2-1: Respondents' Schools**

Sample Size = 59 (parents of students participating in the Orange ticket program)

	School Name	Respondents	Percentage
1	James Logan High School	17	28.8%
2	Moreau Catholic High School	5	8.5%
3	Saint Mary's	5	8.5%
4	San Francisco Waldorf High School	5	8.5%
5	El Cerrito High School	4	6.8%
6	East Bay School for Boys	3	5.1%
7	The College Preparatory School	3	5.1%
8	Lick-Wilmerding	2	3.4%
9	Oakland Military Institute	2	3.4%
10	Bayhill High School	2	3.4%
11	Urban High School	1	1.7%
12	Good Shepherd School	1	1.7%
13	Crystal Springs Uplands	1	1.7%
14	Bezier Academy	1	1.7%
15	Mentoring Academy	1	1.7%
16	Alameda Community Learning Center	1	1.7%
17	Averroes High School	1	1.7%
18	Schools of the Sacred Heart Convent High School	1	1.7%
19	De La Salle High School	1	1.7%
20	City Arts & Technology High School	1	1.7%
21	California Crosspoint Academy	1	1.7%
	<b>Total</b>	<b>59</b>	<b>100.0%</b>

### 2.1.2 Question 2:

*Has a child in your household used a discounted orange ticket (purchased at school) to ride BART within the last six months?*

There were 103 responses to Question 2, with the results shown in Table 2-2 below.

**Table 2-2: Discounted Orange Ticket usage**  
Sample Size = 103

Options	Percent
Yes	57.3%
No	37.9%
Unsure	4.9%
Total	100%

Surveys for respondents that indicated “No” or “Unsure” were automatically removed from consideration. The total sample size for all remaining questions was 59.

### 2.1.3 Question 3:

*How many children in your household use orange tickets to ride BART?*

There were 59 responses to Question 3, with the results shown in Table 2-3 below.

**Table 2-3: Number of children in household who use the Orange Ticket**  
Sample Size = 59

Options	Percent
Just 1 child	62.7%
2 children	27.1%
3 or more children	10.2%
Total	100%

## 2.2 Demographics of BART Orange Ticket Users

### 2.2.1 Question 4:

*How old is the child who uses orange tickets to ride BART?*

There were 59 responses to Question 4 as shown in Table 2-4 below.

**Table 2-4: Age of BART Orange Ticket Users**  
Sample Size = 59

Options	Percent
12 or younger	1.7%
13 – 18 years old	96.6%
19 or older	1.7%
Total	100%

2.2.2 Question 5:

*How often does this child currently ride BART?*

There were 59 responses to Question 5, with the results shown in Table 2-5 below.

**Table 2-5: Frequency**  
Sample Size = 59

Options	Percent
6 - 7 days a week	13.6%
5 days a week	49.2%
3 - 4 days a week	22.0%
1 - 2 days a week	11.9%
1 - 3 days a month	3.4%
Total	100%

2.2.3 Question 6:

*What is this child's race or ethnic identification?*

There were 59 responses to Question 6, with nine respondents indicating "Other" or multiple races and one respondent that declined to state.

**Table 2-6: Ethnic Identification**  
Sample Size = 59

Options	Percent
White	22.0%
Black/African American	18.6%
Asian or Pacific Islander	18.6%
American Indian or Alaska Native	3.4%
Hispanic/Latino	20.3%
Other or Multiple Races	15.3%
Declined to State	1.7%
Total	100%

## 2.2.4 Question 7:

*What is your total annual household income before taxes?*

There were 50 responses to Question 7, with the results shown in Table 2-7 below.

**Table 2-7: Household Income**  
Sample Size = 50

Options	Percent
Under \$25,000	10.0%
\$25,000 - \$34,999	4.0%
\$35,000 - \$39,999	10.0%
\$40,000 - \$49,999	18.0%
\$50,000 - \$59,999	10.0%
\$60,000 - \$74,999	12.0%
\$75,000 - \$99,999	6.0%
\$100,000+	30.0%

## 2.3 General Comments

The survey included a question for the public to comment on how the elimination of the Orange ticket program would impact the respondent's household:

*Question 7: How would the elimination of the Orange Ticket School Discount Program impact your household, if at all?*

All of the survey responses for Question 7 are included in Appendix PP-B.

### 2.3.1 Support or No Response Regarding the Elimination of the Orange Tickets:

Approximately half of respondents (29 of 59) were either supportive of eliminating the Orange ticket program or had no comment about the change. Sample responses are included below:

*"Not at all, she has a clipper card and now that it gives us a discount we don't purchase the orange tickets. We also had a problem with the orange ticket - it got demagnetized or something - so we lost some money. My child was told we had to go to a special station to get it fixed and it was too much of a bother."*

*"Assuming we can receive the same youth discount with a youth discount Clipper card, there is no impact at all. Or, it means greater convenience, as we can just purchase the tickets easily, rather than going through the BART Orange program. I am glad to see the switch."*

*"As long as we can access the discounted rates via a Youth Clipper, then should be not be an issue"*

*"With new youth discount Clipper card rules not a big deal."*

*"not at all / clipper card is much better"*

### 2.3.2 Concerns about Eliminating the Orange Tickets:

The remaining half of respondents (30 of 59) expressed concerns about the change. Some of these comments specifically addressed the transition from Orange tickets to Clipper cards:

*"We purchased a Clipper Card for my son, but he is having a hard time using it. The detector keeps rejecting it, even though I put \$45 dollars on it. So the Orange Tickets are much easier to use."*

*"Makes it harder because you have to pre-pay Clipper and keep it separate for school and personal use."*

*"It would cause us an incredible hardship to not be able to use the orange tickets-- they provide us with the flexibility we need as a family to ensure transportation, especially to school for the children. The clipper option is not as useful to us. Please do not eliminate the orange tickets. Thanks."*

However, many of these comments that expressed concerns seemed rooted in confusion about how the change would impact their households. Despite the fact that the survey form itself reiterated that a youth discount was available through the Clipper card, many respondents believed this change would result in significant financial hardship. Others did not realize that Clipper cards could be used for BART rides.

*"We currently use the Orange ticket program for both of our sons, ages 11 & 13. Without the program, our transportation costs would double and we'd have to cut back elsewhere. Our kids already receive subsidized tuition and they Bart home after school so we don't have to pay childcare costs."*

*"I would not eliminate it at all, it is very helpful in paying the expenses to send my child to school every day"*

*"Nos afectaria mucho economicamente, porque pagar el precio regular los cinco dias que mi hijo lo usa para transportarse a Saint Maty's in Berkley, seria muy caro , ojala que no eliminen este programa . El BART con su ayuda esta ayudando a estos estudiantes que son nuestro futuro." [Translation: "It would affect us a lot financially because paying the regular price for the five days that my son uses it to commute to Saint Maty's in Berkley, would be very expensive, hopefully this program is not eliminated. BART with your help is helping these students who are our future."]*

Some comments also raised concerns about whether BART would continue to accept Orange tickets that have already been purchased:

*"We will have a several Orange Ticket Discount Cards that would be rendered useless. Effectively, we would have prepaid for this cards and received nothing for them."*

*"The portion of remaining inventory assigned to our student would be lost unless BART would buy them back."*

Should the Orange ticket program be discontinued, Orange tickets will continue to be accepted at the fare gate. BART’s magnetic stripe tickets have a per-trip surcharge applied, and the surcharge for Orange tickets will continue to be \$0.25 per trip, which is a 50% discount to the full-fare Blue ticket surcharge of \$0.50. There is no surcharge for Clipper users, including youth.

### 2.3.3 Minority and Low-Income Responses

Of the 45 minority respondents, 22.2% expressed support for the BART Orange ticket elimination, 24.4% chose not to comment regarding the question, which can indicate neutrality or potentially some level of acceptance, and 53.3% did not support the proposal.

Among the 19 low-income respondents, 15.8% indicated support, 31.6% chose not to comment regarding the question, which as noted above can indicate neutrality or potentially some level of acceptance, and 52.6% were not in support.

The breakdown of comments by minority and low-income respondents is included in Table 2-7.

**Table 2-8: Comments on Elimination of Orange Ticket Program by Minority and Low-Income Respondents**

Comments	Minority	Non-minority	Low-Income	Non-Low-Income
<i>Sample Size</i>	45	14	19	40
Support	22.2%	50.0%	15.8%	32.5%
Do not Support	53.3%	35.7%	52.6%	47.5%
No Response	24.4%	14.3%	31.6%	20.0%
Total	100.0%	100.0%	100.0%	100.0%

### 2.3.4 Assessment

An analysis of the responses received shows that 46.7% of the 45 minority respondents either supported or had no comment on elimination of the Orange ticket, while 53.3% did not support the proposal. Of the 19 low-income respondents, 47.4% either supported or had no comment, and 52.6% were not in support. However, analysis of the comments shows that many people were confused regarding implementation of the youth discount Clipper card, costs, and the fact that those who have pre-existing Orange tickets could still use the tickets in the system.

These results could point to the need for more education to increase parents’ awareness of the facts and benefits of the discount Clipper youth card if the Orange ticket were to be eliminated. However, it should be noted that concurrent with this Orange ticket Title VI outreach process and surveying, there were multiple outreach processes occurring to encourage youth discount Clipper card registration and the public is potentially much more aware now of the better options available to them than during the Orange ticket elimination outreach. These various types of outreach are described in section 3 below.

## Section 3: Education and Outreach

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### *3.1 Mag-stripe Ticket Surcharge Mitigation Action Plan Outreach*

The BART Board approved a Title VI Fare Equity Analysis in June 2017 that determined whether several proposed changes could disproportionately impact minority or low-income riders. Staff found that a mag-stripe ticket surcharge could result in a disproportionate impact on low-income riders.

BART then focused its efforts on getting free Clipper cards to low-income riders so they could avoid the surcharge through the following outreach efforts:

- Twenty-nine promotional outreach events (December-March) in cooperation with Metropolitan Transportation Commission (MTC) at 20 BART stations and 9 community-based organizations that serve low-income populations.
- MTC has partnered with Community Based Organizations (CBOs) referred by BART's Office of Civil Rights that service low-income communities and the CBOs have become part of MTC's Clipper card distribution program so they can continue to provide the populations they service with free Clipper cards on an ongoing basis.

Throughout this outreach process, BART/MTC staff were educating the public about the free youth discount Clipper cards and how to sign up. Youth discount Clipper card applications were handed out at all 29 in-station and CBO events.

The following table provided by MTC (which is also in the analysis) shows that there has been an increase in youth discount Clipper card applications and issuance by various agencies and through MTC from FY14 through to FY18.



**Table 3-1: Youth discount Clipper Card Issuance by Agency**

	FY 14-15 Quarter 3			FY 15-16 Quarter 3			FY 16-17 Quarter 3			FY 17-18 Quarter 3		
	2015	2015	2015	2016	2016	2016	2017	2017	2017	2018	2018	2018
	Jan-15	Feb-15	Mar-15	Jan-16	Feb-16	Mar-16	Jan-17	Feb-17	Mar-17	Jan-18	Feb-18	Mar-18
<b>Card Issuance by Operator: Mail/Email/Fax</b>												
Mail In Applications: Youth	380	320	386	498	485	485	454	433	511	1178	949	773
<b>Card Issuance by Operator: Embarcadero Station</b>												
Bay Crossings Embarcadero Station: Youth	155	121	144	129	137	124	169	131	153	367	291	396
<b>Card Issuance by Operator: AC Transit</b>												
AC Transit: Youth	253	188	214	180	199	190	184	150	157	208	172	272
<b>Card Issuance by Operator: BART</b>												
BART: Youth*										171	117	118
<b>Card Issuance by Operator: SF Muni</b>												
SF Muni: Youth	30	504	437	397	324	243	392	368	429	395	564	348
<b>Total by month</b>												
Email/mail/fax and major distributors	818	1133	1181	1204	1145	1042	1199	1082	1250	2319	2093	1907
<b>Total by quarter</b>												
Email/mail/fax and major distributors			3132			3391			3531			6319

\*Through May 2017, youth applications received at BART were processed as mail/email/fax applications.

Table 3-1 shows a steady increase in card issuance of Clipper cards when comparing quarter-to-quarter figures over the past four years. However, applications for youth have increased dramatically--by 79%--when January-March 2017 is compared to January-March 2018. The reason for this may potentially be due to youth Clipper card applications being handed out at all the mag-stripe paper ticket mitigation events as well as extensive outreach educating the public on the youth discount Clipper card, which will be described in sections 3-2 and 3-3. In addition, effective January 1, 2018, BART extended the age at which youth receive a 50% discount to 18 years.

### *3.2 Youth discount Clipper card “How-To” YouTube Video*

In an effort to encourage youth discount Clipper card registration, BART produced a video that was distributed to the public and advertised as described below:

- August 9, 2017: <http://www.bart.gov/news/articles/2017/news20170808> Teens take note: BART has new discount for your Clipper card starting Jan. 1
- December 18, 2017: <http://www.bart.gov/news/articles/2017/news20171218> Teens can now get a big discount on BART with a Youth discount Clipper card (this one has the video embedded)
  - This story and video was emailed to 56,991 BART subscribers with a 23% open rate: 16,446
- March 6, 18: <http://www.bart.gov/news/articles/2018/news20180306> Teen spring break checklist: Get Youth discount Clipper card, save money exploring the Bay!
- The video <https://www.youtube.com/watch?v=BYCt9zFR0UE> was posted on:
  - You-Tube (1,800 views),
  - Facebook (13,000 views and a reach of 27,000, shared 56 times), and
  - Twitter (25,907 views, 118 retweets)

The advertisement and video may be one of the contributing factors to the increase in youth discount Clipper cards that have been issued throughout the Bay Area.

### *3.3 BART Police Department Youth Outreach*

BART Police Department (BART PD) has traditionally reached out and worked with youth advocacy groups. The following is a summary of how BART PD assisted in educating the public about the youth discount Clipper card and discount.

- Information on mag-stripe paper ticket surcharge/expanded youth discount/Clipper card availability in BART stations was distributed via approximately 100 emails to community contacts including all BART PD, other police departments, neighborhood community groups, schools, non-profits that focus on children/families, churches, and residential housing near BART stations.
- December 2017: BART PD distributed Clipper applications/information on Clipper and spoke to BART customers during two Holiday Safety Awareness events.
- January 4-5, 2018: BART PD shared the Clipper changes on our BART PD Facebook Page which included dates for the District’s scheduled Clipper outreach events. BART PD attended some of the Clipper outreach events. See following for posting:

 **BART Police Department**  
January 4 · 🌐

Learn how to save money on BART with Bay Area Clipper. By using the Clipper and Easy Rider hang tag, patrons can quickly pay for parking and BART tickets.

There are dozens of outreach events coming to BART stations where free Clipper cards will be available and riders can also learn about the new 50 percent discount available for teens.

The next events will be held on:  
January 4 - West Oakland BART Station - 4-7pm  
January 8 - Dublin/Pleasanton BART Station 4-7pm  
January 9 - Bay Fair BART Station 4-7pm

Each week BART will post a new schedule. BART is also working with local community based organizations to hand out free Clipper cards.

Everyone is encouraged to register a Clipper card because it can protect the balance and has an auto-load option to avoid ticket vending lines. Use Clipper anonymously without registering it and load with cash at BART ticket machines, as needed.

More details about how to save with Clipper may be found at <http://bddy.me/2qhb1gf>. Questions can be promptly answered by visiting <https://twitter.com/sfbart>.

**CLIPPER CARD**  
The easiest and fastest way to pay  
for daily parking fee at BART

- No waiting in line.
- No need to remember your parking stall number.
- No need to enter a cash payment each time you park.

*Just tap at parking validation machine and go!*

Moving forward, many opportunities still exist to promote public awareness of the new Clipper card youth discount to families that may benefit from this program.

## Section 4: BART Title VI/Environmental Justice and Limited English Proficiency Advisory Committees

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Staff presented on the Orange ticket fare and program elimination at a special joint BART Title VI/Environmental Justice (EJ) and Limited English Proficiency (LEP) Advisory Committee meeting held on Monday, April 2, 2018 (10:30am-1pm) in the Joseph P. Bort Metro Center, located at 101 8th Street in Oakland. Additional follow-up presentations were made to the Title VI/EJ Advisory Committee meeting on Monday, May 7, 2018 (2pm-4pm) and to the LEP Advisory Committee meeting on Tuesday, May 22, 2018 (10:30am-1pm) in the BART Board Room, located at 2040 Webster Street in Oakland. The meetings were open to the public and the agenda was noticed at least 72 hours in advance of the meeting.

The LEP Advisory Committee consists of members of community-based organizations that serve LEP populations within the BART service area. The committee assists in the development of the District's language assistance measures and provides input on how the District can provide programs and services to customers, regardless of language ability. The Title VI/EJ Advisory Committee, which also consists of members of community-based organizations, ensures that the District is taking reasonable steps to incorporate Title VI and EJ Policy principles in its transportation decisions.

At the meetings, staff presented an overview of the Orange ticket program, background information and the reason for its elimination, and the benefits of the youth discount Clipper card as an alternative to the Orange ticket.

Members were supportive of the Orange ticket fare media and program elimination. One member stated that her organization hosted a BART/MTC mag-stripe ticket surcharge mitigation outreach event which was very successful in helping people sign up for Clipper cards. She noted that BART/MTC staff provided very helpful information on the benefits of and how to get the youth discount Clipper card at this event and expressed approval of the mitigation measure of moving youths towards Clipper cards.

# Appendix PP-A: Orange Ticket Program Surveys

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# Orange Ticket Survey

Please complete this survey to provide your input on BART's Orange Ticket School Discount Program.

## Dear Parent/Guardian,

As you may be aware, BART recently expanded its youth discount. Now children ages 5-18 can receive a 50% discount on all of their BART rides. (The easiest way to get this discount is by using a Youth Clipper card. Note that children under age 5 still ride BART for free.)

Since this discount is now available to all youth, **BART is considering the elimination of its Orange Ticket School Discount Program.** Please complete this brief survey to help BART understand your household's use of orange tickets. To thank you for your time, you can enter to win a \$100 Clipper card at the end of this survey.

**1** School name: \_\_\_\_\_

**2** Has a child in your household used a discounted orange ticket (purchased at school) to ride BART within the last six months?  
 <sub>1</sub> Yes  
 <sub>2</sub> No (skip to Q12)  
 <sub>3</sub> Don't know (skip to Q12)

**3** How many children in your household use orange tickets to ride BART?  
 <sub>1</sub> Just 1 child uses orange tickets  
 <sub>2</sub> 2 children use orange tickets  
 <sub>3</sub> 3 or more children use orange tickets

## Please tell us about the child who uses orange tickets to ride BART.

*(If more than one child in your household uses orange tickets, please tell us about the oldest one.)*

**4** How old is the child who uses orange tickets to ride BART?  
 <sub>1</sub> 19 or older  
 <sub>2</sub> 13 – 18 years old  
 <sub>3</sub> 12 or younger

**5** How often does this child currently ride BART? *(Check one)*  
 <sub>1</sub> 6 – 7 days a week  
 <sub>2</sub> 5 days a week  
 <sub>3</sub> 3 – 4 days a week  
 <sub>4</sub> 1 – 2 days a week  
 <sub>5</sub> 1 – 3 days a month  
 <sub>6</sub> Less than once a month → *How many times a year?* \_\_\_\_\_

**6** What is this child's race or ethnic identification?  
*(Check one or more. Your response will help us to evaluate how well this program is reaching all of the communities that BART serves.)*  
 <sub>1</sub> American Indian or Alaska Native  
 <sub>2</sub> Asian or Pacific Islander  
 <sub>3</sub> Black/African American  
 <sub>4</sub> Hispanic, Latino or Spanish  
 <sub>5</sub> White  
 <sub>6</sub> Other: \_\_\_\_\_  
*(Categories are based on the U.S. Census)*

## Orange Ticket School Discount Program

**7** How would the elimination of the Orange Ticket School Discount Program impact your household, if at all?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## About You and Your Household

- 8** Including yourself, how many people live in your household?  
1  1   2  2   3  3   4  4   5  5   6  6+
- 9** Do you use a smart phone (can access the Internet, download apps, etc.)?  
1  Yes  
2  No
- 10a** Do you speak a language other than English at home?  
1  Yes, I speak: \_\_\_\_\_  
2  No
- 10b** If you answered "Yes" to question 10a, how well do you speak English?  
1  Very well  
2  Well  
3  Not well  
4  Not at all
- 11** What is your total annual household income before taxes?  
1  Under \$25,000  
2  \$25,000 - \$34,999  
3  \$35,000 - \$39,999  
4  \$40,000 - \$49,999  
5  \$50,000 - \$59,999  
6  \$60,000 - \$74,999  
7  \$75,000 - \$99,999  
8  \$100,000 or more

## Optional

- 12** If you would like to enter the drawing to win a \$100 Clipper card, please enter your contact information here:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please read the statements below and check all that apply.

- Contact me with important BART updates (no more than once per year), or in case of a major system-wide emergency (email only).
- Sign me up for BARTable this Week. It's a free weekly email filled with events, discounts and chances to win free tickets to great BARTable events! (email only)

### Thank you for completing this survey.

Please return in the postage-paid envelope, or mail to:

Imprenta Communications Group  
c/o Jay Cheng  
301 Grove Street  
San Francisco, CA 94102

If you need language assistance services, please call (510) 464-6752.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.

Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.

통역이 필요하신 분은, 510-464-6752 로 문의하십시오.





# Encuesta sobre el Boleto Anaranjado

Por favor complete esta encuesta para brindar su opinión sobre el Programa de Descuento Escolar de BART, el Boleto Anaranjado.

## Estimado padre/madre/tutor legal:

Tal vez ya conozca que BART amplió recientemente su descuento para jóvenes. Ahora, los niños de 5 a 18 años de edad pueden recibir un descuento del 50% en todos sus viajes en BART. (La manera más sencilla de obtener este descuento es usar una tarjeta Clipper Card para jóvenes. Tenga en cuenta que los niños menores de 5 años siguen teniendo la posibilidad de viajar en BART en forma gratuita).

Como este descuento ahora está disponible para todos los jóvenes, **BART está considerando eliminar su Programa de Descuento Escolar del Boleto Anaranjado**. Por favor complete esta breve encuesta para ayudar a BART a comprender cómo se usan los boletos anaranjados en su hogar. Para agradecerle por su tiempo, al finalizar esta encuesta puede participar en un sorteo para ganar una tarjeta Clipper Card de \$100.

**1** Nombre de la escuela: \_\_\_\_\_

**2** ¿Algún niño que viva con usted usó un boleto anaranjado de descuento (comprado en la escuela) para viajar en BART en los últimos seis meses?

1 Sí

2 No (continúe con la P12)

3 No sé (continúe con la P12)

**3** ¿Cuántos niños de su hogar usan boletos anaranjados para viajar en BART?

1 Solo 1 niño usa el boleto anaranjado

2 2 niños usan el boleto anaranjado

3 3 o más niños usan el boleto anaranjado

## Por favor proporciónenos información sobre el niño que usa el boleto anaranjado para viajar en BART.

(Si más de un niño de su hogar usa el boleto anaranjado, por favor infórmenos sobre el mayor de ellos).

**4** ¿Cuántos años tiene el niño que usa el boleto anaranjado para viajar en BART?

1 19 años de edad o más

2 13 a 18 años de edad

3 12 años de edad o menos

**5** ¿Con qué frecuencia viaja este niño en BART actualmente? (Marque una respuesta)

1 6 a 7 días a la semana

2 5 días a la semana

3 3 a 4 días a la semana

4 1 a 2 días a la semana

5 1 a 3 días al mes

6 Menos de una vez al mes → ¿Cuántas veces al año? \_\_\_\_\_

**6** ¿Cuál es la raza o la identificación étnica de este niño?

(Marque una o más opciones. Su respuesta nos ayudará a evaluar cuán bien está llegando este programa a todas las comunidades a las que BART presta servicio).

1 Indígena norteamericano o nativo de Alaska

2 Asiático o de las Islas del Pacífico

3 Negro/afroamericano

4 Hispano, latino o español

5 Blanco

6 Otro: \_\_\_\_\_

(Categorías en base al Censo de los Estados Unidos).

## Programa de Descuento Escolar del Boleto Anaranjado

**7** ¿Cómo afectaría a su hogar (si lo afectara) la eliminación del Programa de Descuento Escolar del Boleto Anaranjado?

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## Acerca de usted y las personas que viven en su hogar

**8** Incluyéndose a sí mismo, ¿cuántas personas viven en su hogar?

- 1    2    3    4    5    6 o más

**9** ¿Utiliza un teléfono inteligente (puede acceder a Internet, descargar aplicaciones, etc.)?

- Sí  
 No

**10a** ¿Habla usted un idioma que no sea el inglés en el hogar?

- Sí, hablo: \_\_\_\_\_  
 No

**10b** Si respondió "Sí" a la Pregunta 10a, ¿qué tan bien habla inglés?

- Muy bien  
 Bien  
 No muy bien  
 Nada

**11** ¿Cuáles son los ingresos totales anuales de su hogar antes de impuestos?

- Menos de \$25,000  
 \$25,000 a \$34,999  
 \$35,000 a \$39,999  
 \$40,000 a \$49,999  
 \$50,000 a \$59,999  
 \$60,000 a \$74,999  
 \$75,000 a \$99,999  
 \$100,000 o más

## Opcional

**12** Si desea participar en el sorteo para ganar una tarjeta Clipper Card de \$100, por favor escriba su información de contacto en este lugar:

Nombre: \_\_\_\_\_

Teléfono: \_\_\_\_\_

Correo electrónico: \_\_\_\_\_

Por favor lea las afirmaciones que se incluyen a continuación y marque todas las que correspondan.

- Comuníquese conmigo con respecto a importante información actualizada sobre BART (no más de una vez al año), o en caso de que ocurra una emergencia grave de todo el sistema (sólo por correo electrónico).
- Inscríbanme en BARTable this Week. Es un mensaje de correo electrónico semanal gratuito repleto de eventos, descuentos y oportunidades para ganar boletos gratis a increíbles eventos de BARTable. (sólo por correo electrónico)

### Gracias por contestar esta encuesta.

Por favor envíela en el sobre con porte postal pagado que se adjunta, o envíela por correo a:

Imprenta Communications Group  
c/o Jay Cheng  
301 Grove Street  
San Francisco, CA 94102

Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752.



# 橙色票問卷調查

請完成該項調查，提供您對 BART 橙色票學校折扣計劃的意見和建議。

## 尊敬的家長/監護人：

您可能知道，BART 最近擴大了未成年折扣適用範圍。現在，5-18 歲的未成年人每次搭乘 BART 均可享有 50% 折扣。(要享有這項折扣，最簡單的方法就是使用 Youth Clipper 卡。請注意：5 歲以下兒童仍可免費搭乘 BART。)

由於這項折扣現已適用於所有未成年人，因此 **BART 正在考慮取消橙色票學校折扣計劃 (Orange Ticket School Discount Program)**。請填寫這份簡短問卷，幫助 BART 了解您家中的橙色票使用情形。為感謝您抽空接受調查，您還可參加問卷最後的抽獎活動，有機會贏得一張價值 \$100 的 Clipper 卡。

**1** 學校名稱： \_\_\_\_\_

**2** 在過去六個月內，您家中有任何子女使用橙色折扣票 (購自學校) 搭乘 BART 嗎？

- 1 是
- 2 否 (直接跳到第 12 題)
- 3 不知道 (直接跳到第 12 題)

**3** 您家中有幾名子女使用橙色票搭乘 BART？

- 1 僅 1 名子女使用橙色票
- 2 2 名子女使用橙色票
- 3 3 名或更多子女使用橙色票

## 請告訴我們關於使用橙色票搭乘 BART 的子女資料。

(如果您家中有超過一名子女使用橙色票，請以年齡最大的子女為準回答。)

**4** 請問使用橙色票搭乘 BART 的子女現年幾歲？

- 1 19 歲或以上
- 2 13 - 18 歲
- 3 12 歲或以下

**5** 這名子女目前多常搭乘 BART？(勾選一項)

- 1 一星期 6 - 7 天
- 2 一星期 5 天
- 3 一星期 3 - 4 天
- 4 一星期 1 - 2 天
- 5 一個月 1 - 3 天
- 6 一個月不到一次 → 一年幾次？ \_\_\_\_\_

**6** 這名子女的種族或族裔為何？

(可勾選一或多項。您的回答將幫助我們評估該計劃是否觸及 BART 服務的所有社群。)

- 1 美洲印第安人或阿拉斯加原住民
- 2 亞裔或太平洋島裔
- 3 黑人/非裔美國人
- 4 西班牙語裔/拉丁美洲裔/西班牙裔
- 5 白人
- 6 其他： \_\_\_\_\_

(類別以美國人口普查為依據)

## 橙色票學校折扣計劃

**7** 如果取消橙色票學校折扣計劃，您的家庭會受到什麼影響 (若有任何影響)？

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## 關於您和您的家庭

- 8** 包括您在內，您家中共住了多少人？  
1  1   2  2   3  3   4  4   5  5   6  6+
- 9** 您是否使用智慧型手機 (有上網、下載應用程式等功能)？  
1  是  
2  否
- 10a** 您在家是否說英語以外的語言？  
1  是，我說： \_\_\_\_\_  
2  否
- 10b** 如果 10a 題回答「是」，您的英語說得怎麼樣？  
1  很好  
2  好  
3  不好  
4  完全不會
- 11** 您的稅前家庭總年收入是多少？  
1  \$25,000 以下  
2  \$25,000 - \$34,999  
3  \$35,000 - \$39,999  
4  \$40,000 - \$49,999  
5  \$50,000 - \$59,999  
6  \$60,000 - \$74,999  
7  \$75,000 - \$99,999  
8  \$100,000 或以上

## 自由選答

- 12** 如果您想參加抽獎活動，贏得一張價值 \$100 的 Clipper 卡，請在此填寫您的聯絡資料：

姓名： \_\_\_\_\_

電話： \_\_\_\_\_

電郵地址： \_\_\_\_\_

請閱讀以下聲明，並勾選所有適用項目。

若 BART 有重要消息(每年不超過一次)，或發生系統性的重大緊急事故時，請與我聯絡 (僅發送電郵)。

我要訂閱 BARTable this Week 電子報。這是每週發送一次的免費電郵，其中介紹有關 BART 的各項活動和折扣，並有機會贏得 BARTable 精彩活動的免費入場券！ (僅發送電郵)

**謝謝您完成這項問卷調查。**

請放入已付郵資信封寄回，  
或自行寄到：

Imprenta Communications Group  
c/o Jay Cheng  
301 Grove Street  
San Francisco, CA 94102

如需語言協助服務，請致電 (510) 464-6752。

## Appendix PP-B: Administrator Email Comments

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School Name	Email Response
<b>SFUSD</b>	<p>Paper BART tickets are a critical support for homeless and other foster youth. Programs that serve these students need a way to hand them an immediate solution to their transportation dilemmas. Youth in crisis often have no access to their possessions - including clipper cards and the IDs necessary to get them. This can be an unnecessary barrier to these kids attending school as they move between shelters, family members, and the streets. It is unbelievable the lengths young people will go to stay in school - often the only stable place they have during a period of crisis - if they can get there. I have known kids to commute 2 hours each way day just to get to their school. We have to have passes we can give them in these circumstances.</p> <p>This will never show up on a parent survey, but it is a critical function for BART to provide.</p> <p>I understand that as a consultant this may be outside of your project scope. Please acknowledge that this has been received and communicated to BART. If you would like to put me in touch with someone directly, please do so.</p>
<b>Bezier Academy</b>	<p>I'll be happy to help with the survey.</p> <p>We are in a funny situation, as I signed up for BART Orange for my student in our homeschool - since my son has been taking BART to CC classes for high school in some instances.</p> <p>I have been needing to get him signed up for the youth Clipper Card, and due to family emergencies have just not gotten around to it. We are out of BART Orange tickets, so I need to take action soon. I am sure it's not as complicated as I have made it out to be in my mind!</p>
<b>Omia Academy</b>	<p>I have requested that this be sent out in the next parent bulletin.</p> <p>As an administrator, I am concerned about how we are going to serve the small population (about 10) of homeless students we have without the paper BART tickets. All schools are required by The McKinney-Vento Act to arrange transportation to and from school for homeless students. We satisfy that requirement for most of them by giving them the paper BART tickets as needed.</p>
<b>Heritage High School</b>	<p>I forwarded to our student to fill out.</p> <p>Thank you</p>
<b>San Francisco University High School</b>	<p>I was curious what the survey looked like and so I clicked a few buttons and now it submitted for me. Please delete that from your stats since I'm not a parent using the survey. I didn't realize there wasn't a "submit"</p>

	<p>button and thought I could just back out but alas...not the case.</p> <p>I only have a couple of families who used it so I'll send the survey on to them. No guarantee they'll respond though...</p>
<b>John O'Connell High School</b>	Thank you Rob we are but we have not had funds this year.
<b>Diablo Valley School</b>	<p>Dear Rob,</p> <p>I will pass along the survey to our parents who have used orange tickets in the past.</p> <p>Warm regards, Anne-Martine</p>
<b>Richmond College Prep Schools</b>	Received, thank you
<b>Mary's College High School</b>	Thanks Rob - I will send it out today.
<b>Mission High School San Francisco</b>	<p>Dear Rob,</p> <p>We only have one student participating the program right now. We'll communicate with his family about the survey.</p> <p>Best,</p>
<b>Orion Academy</b>	Orion Academy is a very small school - 45 students. We probably had an average of three families using the program at any one time. We have not used the program since it was discontinued last Fall/Winter.
<b>Synergy School</b>	<p>Sorry you didn't hear from me after the first time, Rob. Crazy busy around here.</p> <p>I do not actually have any parents buying orange tickets this year. I still buy them for field trips though. Hopefully BART will end up with a way that I can still do that.</p>
<b>Newark Unified</b>	<p>Hi Mr. Chua,</p> <p>I am the Coordinator of Pupil Services, and the Homeless Liaison for Newark USD. Some other responsibilities also bring me into d discussions about bus transportation of Newark students.</p> <p>Can you please look up in your records which of our school are</p>

	<p>participating in your Orange Bus Pass Program? Or is this a program available to everyone? (If so which ages/ grade level are the target audience?) I didn't see that in your email, and I'm not aware of our sites' participation. I just need this to know how to direct your request to parents of students participating in the program.</p> <p>Many thanks! Bill</p>
<b>Newark Unified</b>	<p>Hi Rob,</p> <p>I forwarded your request to the High School, asking them to dispatch the link for the survey to the proper clientele. I was told that they would address it shortly. Hopefully you'll receive something in a few days. Thank you for your patience!</p> <p>Martine</p>

## Appendix PP-C: Responses to Question 7 (Comments on Household Impact)

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Response ID	Survey Date	Language	Response on Impact
1	2/20/2018	English	dfhjk
2	2/20/2018	English	no internet access
3	2/20/2018	English	The portion of remaining inventory assigned to our student would be lost unless BART would buy them back.
4	2/20/2018	English	
5	2/20/2018	English	Assuming we can receive the same youth discount with a youth Clipper Card, there is no impact at all. Or, it means greater convenience, as we can just purchase the tickets easily, rather than going through the BART Orange program. I am glad to see the switch.
6	2/21/2018	English	
7	2/21/2018	English	My kids uses Bart 5 days a week as a part of their transportation to thier school to have a higher education, this will impact my family, please consider to handle this situation in the possible matter that will not have negative effect.
8	2/22/2018	English	She commutes from Oakland to Pittsburgh to go to school and we are already covering private school tuition the financial weight would be hard. We also won't have someone who can go pick up the clipper ticket.
9	2/27/2018	English	
10	2/28/2018	English	The children who use the orange tickets are over 18, and therefore would not be eligible for the youth clipper card prices.
11	2/28/2018	English	My children will only be able to take the bus due to the cost.
12	3/11/2018	English	
13	3/12/2018	English	We will have a several Orange Ticket Discount Cards that would be rendered useless. Effectively, we would have prepaid for this cards and received nothing for them.
14	3/12/2018	English	Huge Impact on our students: We are a commuter school that serves some under the poverty level students. We provide them with the discounted orange cards to get to school and back (along with bus passes) at the school's cost. This would significantly impact 5% of our population.. I'm not sure how we would be able to implement the discounted clipper cards to these students and monitor their use.

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15	3/12/2018	English	It would be difficult financially wise we are low income family
16	3/12/2018	English	
17	3/12/2018	English	We currently use the Orange ticket program for both of our sons, ages 11 & 13. Without the program, our transportation costs would double and we'd have to cut back elsewhere. Our kids already receive subsidized tuition and they Bart home after school so we don't have to pay childcare costs.
18	3/13/2018	English	not at all / clipper card is much better
19	3/13/2018	English	We purchased a Clipper Card for my son, but he is having a hard time using it. The detector keeps rejecting it, even though I put \$45 dollars on it. So the Orange Tickets are much easier to use.
20	3/13/2018	English	It wouldn't as we got it before receiving our clipper card, but we'd like the opportunity to spend it down until zeroed out.
21	3/14/2018	English	
22	3/14/2018	English	Financial hardship as during sports season, my child uses it in order to return home after games. She would probably not be able to participate in sports any longer because of the hardship.
23	3/15/2018	English	
24	3/15/2018	English	Current cost is 64\$/month for have price tickets. Full fair would be 64\$ month more for 10 months. 640\$ year is \$1000 before tax. That's a lot to get a child to school.
25	3/16/2018	English	We depend on Bart discount ticket program to get our son home safely. Without it the cost to pick him up would be prohibitive as we both work long hours and have no other way to pick him up.
26	3/16/2018	English	My child still has orange tickets but he now has a clipper card
27	3/16/2018	English	So long as the Clipper card offers the same discount, then not at all. However, if Clipper card does not offer 50% youth discount, then It would be a hardship for our family.
28	3/17/2018	English	The increase cost of traveling on Bart will impact our family
29	3/19/2018	English	Would be disappointing, but if the same 50% discount is available for children under 18 and includes a Clipper Card, we would prefer this to all of the paper tickets, and the onerous process currently in place to order the Orange Tickets.
30	3/19/2018	English	N/A
31	3/19/2018	English	As long we can access the discounted rates via a Youth Clipper, then should be not be an issue
32	3/19/2018	English	
33	3/19/2018	English	We purchase five orange cards each time so child will not have to carry a pre paid clipper card.

34	3/19/2018	English	
35	3/19/2018	English	
36	3/19/2018	English	
37	3/19/2018	English	
38	3/19/2018	English	
39	3/19/2018	Spanish	
40	3/20/2018	English	
41	3/20/2018	English	It would cause us an incredible hardship to not be able to use the orange tickets-- they provide us with the flexibility we need as a family to ensure transportation, especially to school for the children. The clipper option is not as useful to us. Please do not eliminate the orange tickets. Thanks.
42	3/20/2018	English	
43	3/20/2018	English	Horribly. I'm a single mom and the discount greatly helps my budget.
44	3/21/2018	English	
45	3/21/2018	English	
46	3/21/2018	English	With new youth clipper card rules not a big deal.
47	3/21/2018	English	More cost for Clipper card which we already have switched to due to the very high surcharge of 50 cents per usage for paper tickets. That is mercenary.
48	3/21/2018	English	I thought it was already eliminated. She has to purchase the clipper
49	3/21/2018	Spanish	Nos afectaria mucho economicamente, porque pagar el precio regular los cinco dias que mi hijo lo usa para transportarse a Saint Maty's in Berkley, seria muy caro , ojala que no eliminen este programa . El BART con su ayuda esta ayudando a estos estudiantes que son nuestro futuro.
50	3/21/2018	English	
51	3/21/2018	English	
52	3/22/2018	English	
53	3/22/2018	English	I would not eliminate it at all, it is very helpful in paying the expenses to send my child to school every day
54	3/23/2018	English	it would be easier
55	3/26/2018	English	
56	3/26/2018	English	
57	3/26/2018	English	We can barely afford for my kids, nieces and nephews to get to school without the youth orange discount cards.
58	3/26/2018	English	
59	3/26/2018	English	
60	3/26/2018	English	
61	3/26/2018	English	

62	3/26/2018	English	Financial burden
63	3/26/2018	English	
64	3/26/2018	English	
65	3/26/2018	Spanish	
66	3/26/2018	English	
67	3/26/2018	English	
68	3/26/2018	English	
69	3/26/2018	English	
70	3/26/2018	English	
71	3/26/2018	English	
72	3/26/2018	English	
73	3/26/2018	English	
74	3/26/2018	English	The easiest way to get more discount.
75	3/26/2018	English	it will additional expenditures a month to our finances
76	3/26/2018	English	
77	3/26/2018	English	
78	3/26/2018	English	
79	3/26/2018	English	We are a low income family we would not be able to afford bart at all
80	3/26/2018	English	
81	3/26/2018	English	We are a low income family and all savings help
82	3/27/2018	English	
83	3/27/2018	English	
84	3/27/2018	English	It would cost us more for the BART ride, unless we get the 50% discount that was mentioned in a email from the school.
85	3/27/2018	English	
86	3/27/2018	English	I would impact my son more because he pays for his own ticket
87	3/27/2018	English	As long as the clipper card can be used, not at all
88	3/27/2018	English	
89	3/27/2018	English	not at all he is already using clipper.
90	3/27/2018	English	
91	3/27/2018	English	
92	3/27/2018	English	
93	3/27/2018	English	
94	3/27/2018	English	My child commutes from east oakland to south SF so the costs would go up astronomically. including bart on the clipper card would be a help but 50% would still be more money for us
95	3/27/2018	English	It would require changing her current Clipper card, used only for SF Muni . I do not know if the means getting an all new account, or if I can add Bart to her current card.
96	3/27/2018	English	I don't believe it will negatively impact my children at all.

97	3/27/2018	English	Makes it harder because you have to pre-pay Clipper and keep it separate for school and personal use
98	3/28/2018	English	
99	3/28/2018	Spanish	
100	3/28/2018	English	
101	3/28/2018	English	Not at all, she has a clipper card and now that it gives us a discount we don't purchase the orange tickets. We also had a problem with the orange ticket - it got demagnetized or something - so we lost some money. My child was told we had to go to a special station to get it fixed and it was too much of a bother.
102	3/29/2018	English	
103	3/31/2018	English	

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## Appendix PP-D: Orange Ticket Program Schools

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	School Name	County
1	Alhambra High School	Contra Costa
2	Acalanes High School	Contra Costa
3	Alameda Science and Technology Institute	Alameda
4	Albany High School	Alameda
5	Albany Middle School	Alameda
6	Alliance Academy H.S.	Alameda
7	Alternatives in Action High School	Alameda
8	Archbishop Riordan High School	San Francisco
9	Aspire CA College Prep	Alameda
10	Aspire Golden State College Prep. Academy	Alameda
11	Athenian School (The)	Contra Costa
12	Averroes High School	Alameda
13	Balboa High School	San Francisco
14	Bay Area Technology School	Alameda
15	Bay School of San Francisco	San Francisco
16	Bayhill High School	Alameda
17	Bentley School, The	Alameda
18	Berean Christian High School	Contra Costa
19	Berkeley High School	Alameda
20	Berkeley Technology Academy	Alameda
21	Bezier Academy	Home School
22	Bishop O'Dowd High School	Alameda
23	Bridgemont High School/Junior High	San Mateo
24	California Crosspoint Middle/High School	Alameda
25	California High School	Contra Costa
26	Capuchino High School	San Mateo
27	Carondelet High School	Contra Costa
28	Castlemont High School	Alameda
29	Castro Valley High School	Alameda
30	Castro Valley Unified School District	Alameda
31	City Arts & Tech High School	San Francisco
32	Claremont Middle School	Alameda
33	Clayton Valley Charter High School	Contra Costa
34	Coliseum College Prep Academy	Alameda
35	College & Career Pathways Department	Contra Costa
36	College Park High School	Contra Costa
37	College Preparatory School	Alameda
38	Community Learning Center Schools	Alameda
39	Contra Costa Christian Schools	Contra Costa
40	Contra Costa Jewish Day School	Contra Costa
41	Convent of the Sacred Heart	San Francisco

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42	Cornerstone Academy	San Francisco
43	Crossroads High School	Contra Costa
44	Crystal Springs Uplands School	San Mateo
45	De La Salle High School of Concord	Contra Costa
46	Design Tech High School	San Mateo
47	Diablo Valley School	Contra Costa
48	Downtown High School	San Francisco
49	Drew School	San Francisco
50	Dublin High School	Contra Costa
51	East Bay School for Boys	Alameda
52	El Camino High School	San Mateo
53	El Cerrito High School	Alameda
54	Emery Secondary School	Alameda
55	Envision Academy Of Arts & Technology	Alameda
56	Excelsior Preparatory Academy	Contra Costa
57	Fame Public Charter School	Alameda
58	Fremont Unified School District	Alameda
59	French-American International School	San Francisco
60	Galileo Academy of Science & Tech.	San Francisco
61	Gateway Middle School	San Francisco
62	Gateway Public Schools	San Francisco
63	Gateway to College	Alameda
64	Good Shepherd School	Contra Costa
65	Halstrom Academy	Contra Costa
66	Head-Royce School	Alameda
67	Heritage High School	Contra Costa
68	Hilltop School	San Francisco
69	Holden High School	Contra Costa
70	Holy Names High School	Alameda
71	Immaculate Conception Academy	San Francisco
72	Independence High School	San Francisco
73	James Denman High School	San Francisco
74	James Logan High School	Alameda
75	Jewish Community High School of the Bay	San Francisco
76	John O'Connell High School	San Francisco
77	June Jordan High School	San Francisco
78	Kipp Bayview Academy	San Francisco
79	Kipp Bridge Academy	Alameda
80	Kipp King Collegiate High School	Alameda
81	KIPP San Francisco College Preparatory	San Francisco
82	Leadership High School	San Francisco
83	Leadership Public Schools of Richmond	Alameda
84	Lick-Wilmerding High School	San Francisco
85	Life Academy High School of Health and BioScience	Alameda
86	Life Learning Academy/Life Learning Academy High School	San Francisco
87	Lighthouse Comm Charter School	Alameda
88	Lionel Wilson Preparatory Academy	Alameda

89	Live Oak School	San Francisco
90	Livermore Valley Joint Unified School District	Alameda
91	Maybeck High School	Alameda
92	Mentoring Academy	Alameda
93	Mercy High School	San Mateo
94	Millennium High School	Alameda
95	Miramonte High School	Contra Costa
96	Mission High School	San Francisco
97	Moreau Catholic High School	Alameda
98	Mt Diablo Unified School Dist./Homeless (HOPE)	Contra Costa
99	Mt. Diablo High School	Contra Costa
100	Nea Community Learning Center	Alameda
101	New Haven Unified School District	Alameda
102	Newark Unified School District	Alameda
103	Oakland Charter High School (Amethod Public Schools)	Alameda
104	Oakland Emiliano Zapata Street Academy	Alameda
105	Oakland High School	Alameda
106	Oakland International High School	Alameda
107	Oakland Military Institute College Preparatory Academy	Alameda
108	Oakland School for the Arts	Alameda
109	Oakland Technical High School	Alameda
110	Oakland Unity High School	Alameda
111	Orinda Academy as N Bay Orinda School	Contra Costa
112	Orion Academy	Contra Costa
113	Pittsburg High School	Contra Costa
114	Pittsburg Unified School District, Educational Services	Contra Costa
115	Proof School	San Francisco
116	Richmond College Prep	Contra Costa
117	Ruth Asawa San Francisco School of the Arts (SFSOTA)	San Francisco
118	Sacred Heart Cathedral Prep.	San Francisco
119	Salesian College Preparatory	Contra Costa
120	San Mateo Union High School District	San Mateo
121	San Francisco Christian School	San Francisco
122	San Francisco Flex Academy	San Francisco
123	San Francisco International High School	San Francisco
124	San Francisco Public School Neglected and Delinquent Student	San Francisco
125	San Francisco Unified School District (SFUSD)	San Francisco
126	San Francisco University High School	San Francisco
127	San Francisco Waldorf High School	San Francisco
128	San Leandro High School	Alameda
129	San Leandro Unified School District (SLUSD)	Alameda
130	South San Francisco High School	San Mateo
131	St. Ignatius High School (St. Ignatius College Preparatory)	San Francisco
132	St. John School	San Francisco
133	St. Mary's College H.S.	Alameda
134	Stellar Preparatory High School	Alameda
135	Sterne School	San Francisco

136	Synergy School	San Francisco
137	Tennyson High School	Alameda
138	The Branson School	Marin
139	The Crowden School/Crowden Music Center	Alameda
140	Tilden Preparatory School	Alameda
141	Tri Valley Regional Occupation Program	Alameda
142	Urban School of San Francisco	San Francisco
143	Valley High School	Contra Costa
144	Venture School	Contra Costa
145	Woodside High School	San Mateo
146	Woodside International School	San Francisco
147	Youth Chance High School	San Francisco

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