

BART Agreement Number: 6M6136

Approval Date: 08/08/22

Work Plan No. A.12-01 Regional All-Agency Institutional Pass Pilot

Scope:

As part of the Regional Fare Coordination/Integration Study and Business Case (FCIS), BART is leading a research project to observe the effects of an all-agency, all-you-can-ride pass on a limited population selected for participation in the pilot. As an emerging concept, the project team expects to offer the product to a subset of students at local colleges and universities, many of which currently offer various transit pass products valid on only one transit agency. Research questions to answer may include, but are not limited to total ridership impacts, impacts on multi-agency trips, revenue and pricing implications, and effects of framing or other program design features. Consultant will provide staff support including: Task 1: Overall planning and administrative support; Task 2: Create research and evaluation plan; Task 3: Provide customer and stakeholder support for initial implementation.

Prime: Arup

Subconsultant	Amount	DBE (Y/N)	SBE (Y/N)
The Behaviouralist	\$ 49,140	N	N

Total Work Plan Value: \$ 52,396