



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Agenda Item No. 4  
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## *Memorandum*

TO: Operations Committee

DATE: October 1, 2010

FR: Executive Director

RE: Clipper<sup>SM</sup> Fare Media Transition Status Report

### Clipper<sup>SM</sup> Program Update

For the week ending September 17, the average weekday Clipper<sup>SM</sup> transaction volume increased to more than 151,000 transactions per weekday, an 8% increase from the previous week. This continued a trend of significant week-by-week increases in the number of transit riders paying fares with Clipper<sup>SM</sup>. Golden Gate Transit bus and ferry continues to have the highest Clipper<sup>SM</sup> market penetration (52% for ferry and 32% for bus); among the largest transit agencies (AC Transit, BART and SFMTA,) BART has the highest Clipper<sup>SM</sup> market penetration (9% of weekday riders).

Significant growth in customer volume is placing pressure on some aspects of the system's capacity. For August 2010, the Clipper<sup>SM</sup> Contractor, Cubic Transportation Systems, did not meet four of the 10 cardholder support performance requirements. The Contractor has both increased staffing and implemented other initiatives to address the issues; improving performance of the customer service functions is currently an area of intensive focus for MTC and Contractor staff. Preliminary results from September indicate that the Contractor has improved performance in several key areas.

Other project details of significance are as follows:

- In early October, the Clipper<sup>SM</sup> Contractor will complete installation of new Clipper<sup>SM</sup>-only fare gates and vending machines at all nine Muni Metro subway stations.
- MTC and the Clipper<sup>SM</sup> Contractor are about to commence work on implementation of three Clipper<sup>SM</sup> customer service centers: two locations in San Francisco and one in Oakland.
- MTC has received signed copies of the Clipper<sup>SM</sup> Memorandum of Understanding from all agencies except BART. No date has been set for BART Board approval.

### Status of Fare Media Transitions in MTC Resolution 3866

As demonstrated by the healthy growth the program is recently experiencing, Resolution 3866 is having its desired impact – transit agencies are making real progress toward phasing out existing paper and plastic alternatives to Clipper<sup>SM</sup>. The table in Attachment 1 provides a summary of the transitions.

- The fare media transition to be completed next is SFMTA's "A" Fast Pass, scheduled for phase out on November 1<sup>st</sup>. With estimated monthly sales of 40,000 passes, this is a major undertaking requiring extensive marketing and customer education.
- AC Transit and BART are proceeding toward transition of their adult 31-day tickets and EZ Rider cards (respectively) by the end of this year.
- Golden Gate Transit has completed the transition of those fare products accepted on only its vehicles.

MTC certified VTA and SamTrans as Revenue Ready for Clipper<sup>SM</sup> in early August. A provision of Resolution 3866 requires those agencies to begin accepting Clipper<sup>SM</sup> within two months after Revenue Ready. Neither will achieve the two month goal; SamTrans has proposed accomplishing that objective by December 15 and VTA has proposed February 2011. MTC staff is working with those agencies to try and accelerate the acceptance of Clipper<sup>SM</sup>, but may return to this Committee to recommend further action if progress is not made.

Lastly, to ensure that all Clipper Operators continue to cooperate with the transition, MTC has included a condition in relevant allocations for FY 2010-11 funding, requiring transit agency compliance with Resolution 3866.

#### Status of Title VI Review of Fare Media Transitions

As described to this Committee earlier this year, staff directed its Technical Advisor Contractor, Booz Allen Hamilton, to hire a consultant to perform Title VI reviews of the fare media transitions included in Resolution 3866. The consultant is now well underway with its reviews, having submitted assessments to MTC on more than half of the fare products scheduled for transition. Drafts of the remaining reviews are expected to be received by the end of October. In those Title VI reviews submitted as of the date of this memo, the consultant has recommended specific mitigation measures to minimize the impacts of the transitions of two fare products: (1) an additional vendor and the elimination of the \$5 card fee for the AC Transit 31-Day Adult ticket, and (2) expanded outreach for the AC Transit 31-Day Youth ticket. MTC will continue to fine-tune our customer education, program materials and vendor distribution network to ensure we are addressing the needs of communities of concern. We have also extended the waiver of the \$5 card acquisition fee for all operators until June 2011. The table in Attachment 1 summarizes both the status of the reviews and any recommended mitigations.

Upon completion of all reviews, MTC will prepare a final report that synthesizes findings and recommendations, and provides an overview of the Title VI implications of the Clipper<sup>SM</sup> transition mandated by Resolution 3866. Staff expects to present the final report to this Committee in early 2011.

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Steve Heminger

SH:DW

## Attachment 1

### Status of Fare Media Transitions and Title VI Reviews

Fare Media Transition	Date of Transition in Res. 3866	Actual or Proposed Modified Date of Transition (if any)	Title VI Review Analysis Completed?	Recommended Mitigation (if any)
<i>AC Transit</i>				
31-Day Youth Tickets	12/31/10	7/31/10	Yes	Outreach
31-Day Adult Tickets	12/31/10	12/31/10	Yes	1 add'l Clipper vendor; elimination of \$5 card fee
10-Ride Tickets (youth and adult)	12/31/10	12/31/10	Yes	
<i>BART</i>				
EZ Rider	10/1/10	12/31/10	Yes	
HVD tickets	3/1/11		under review	
Senior ("green") tickets	5/1/11		under review	
Youth and disabled ("red") tickets	5/1/11		under review	
<i>Caltrain</i>				
8-Ride Tickets	1/31/11		Not received	
Monthly Passes	1/31/11		Not received	
<i>Golden Gate Bridge Highway and Transit District</i>				
Transit Value Cards (\$25, \$50, and \$75)	8/1/10	8/1/10	Yes	
<i>SFMTA</i>				
Golden Gate Ferry 2-Way Transfer	3/30/10	4/15/10	Not received	
10-Ride Ticket Book	4/30/10	4/30/10	Not received	
Adult A Pass	8/1/10	11/1/10	under review	
Muni/BART transfer	8/1/10	10/4/10	under review	
BART Daly City transfer	8/1/10	Under discussion	under review	
RTC/Disabled FastPass	2/1/11		under review	
Senior & Youth M Pass	2/1/11		under review	
Adult M Pass	4/1/11		under review	
Adult Single Token	4/1/11		Not received	
Passports	6/30/11		Not received	
Transfers	9/30/11		Not received	
Senior & Disabled A Pass; Lifeline; Class Pass	Dates still to be set		Not received	

