



Clipper[®]: The Next Generation

MTC Policy Advisory Council
Equity and Access Subcommittee

October 8, 2014

Overview of Clipper Program



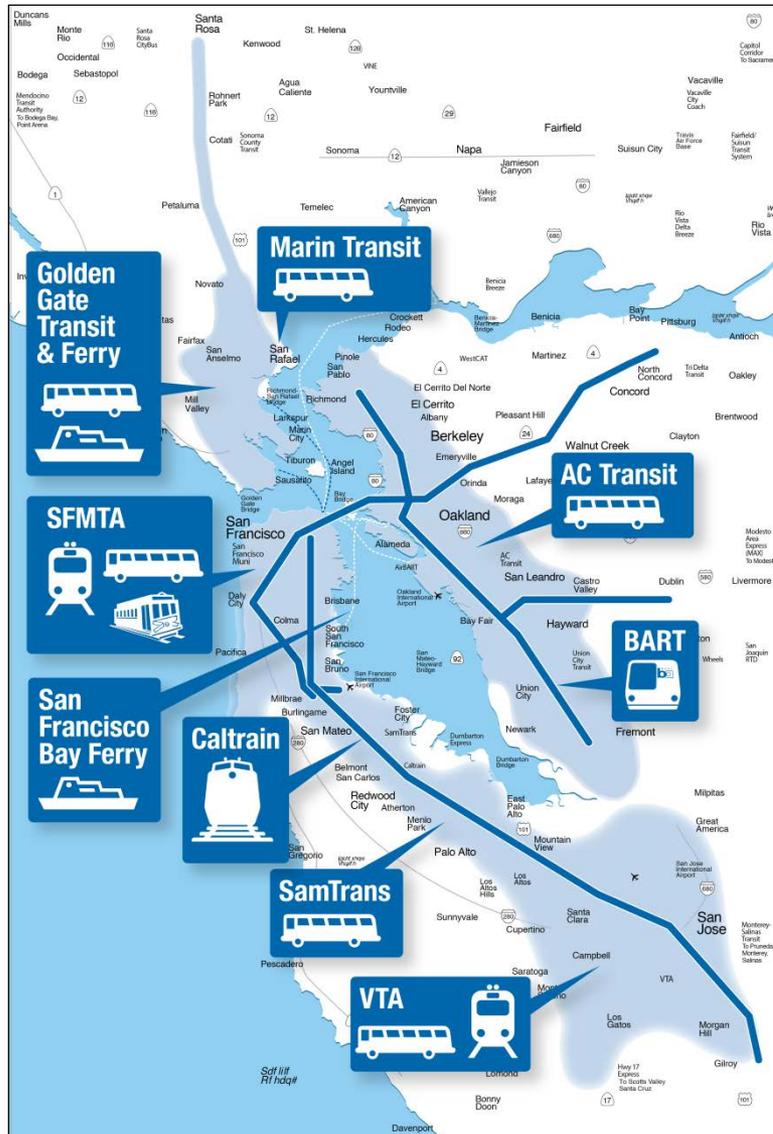
CLIPPER

Why Clipper?

- 9 counties
- 1.5 million daily transit trips
- 28 transit systems
 - Multimodal: bus, ferry, light rail, commuter rail, heavy rail
- No system carries >50% of riders
 - Muni carries ~45% of all riders
- Diverse fare programs
 - Flat fare
 - Distanced-based
 - Zone-based
 - Various transfer rules and agreements
- Legislative mandate to coordinate services (SB 1474)



Clipper = Seamless Travel Around the Bay Area



- **Nine transit systems**

- Available to 95% of all riders
- 1.4 million active cards
- Processing \$35M/month
- More than 350 retailers

- **Fare policy**

- 4 fare categories: adult, senior, youth, disabled
- 4,000 unique fares
- 12,000 recognized transfer combinations
- 100 agency fare products

- **Expansion underway**

- Napa/Solano bus operators and SF Bay Ferry Vallejo/SF route in 2014
- East Bay suburban bus operators by 2015
- Sonoma Co. bus operators by 2016
- Sonoma-Marín Area Rail Transit will be Clipper-only

Maximizing the System

- 46 passes/tickets converted to Clipper-only availability
- Integrations with legacy systems
 - BART fare gates
 - Existing ticket machines
- Incorporate into new systems
 - New ticket machines
 - BART Oakland Airport Connector
- Non-transit initiatives
 - Parking payment at 5 garages in San Francisco



Customer Service



Access to "My Clipper" will be unavailable from 10pm-12am this Sat, Feb 18th due to maintenance. All other web services will be available.



Customer Outreach

**LOAD IT.
TAG IT.
GO**

▶▶ Using your
around the
easy as
Just load p
value onto
card, tag t
and get go
by calling
visiting clip

▶ MORE ▶ BART ▶

**TODOS SUS
MEDIOS DE
TRANSPORTE
EN UNA SOLA
TARJETA.**

▶▶ Clipper es la tarjeta de medios de
transporte completa y recargable
que administra sus pasos, sus tarifas
y sus transbordos para que usted no
larga que hacerlo. Para obtener más
información, llame al 877.878.8883 o
visite clippercard.com.



CLIPPER.

▶ MUNI ▶ BART ▶ AC TRANSIT ▶ CALTRAIN ▶ GOLDEN GATE TRANSIT AND FERRY



Clipper: The Next Generation



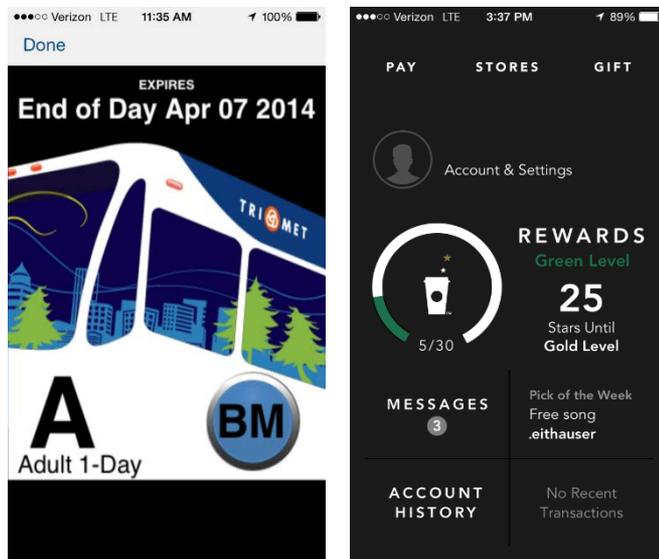
Planning for the Next Generation

- Current contract to operate system ends in November 2019
- System limitations
 - System architecture is from the late 90s
 - Card readers and other equipment are approaching end-of-life
 - Integrating new technologies into the existing Clipper system would be expensive and risky



New Payment Options Emerging

Payment brands and technology providers are beginning to utilize contactless technology



Retailers and transit agencies are deploying apps to enable instant purchases over the air

Vision and Mission

- The vision of C2 is a customer-focused, cost-effective fare payment system that supports seamless transit travel in the San Francisco Bay Area.
- The mission of Clipper is to provide a convenient, flexible and efficient regional fare payment system.



Public Input on the Next Generation



Goals of public input are to:

- Solicit feedback from Clipper customers, transit riders and other members of the public regarding what they like about Clipper and what they want in the next generation
- Solicit feedback from program stakeholders (e.g., partners, potential future partners, advocates, etc.) who may be able to work with Clipper to enhance the next generation of the program

Ways the Public Can Provide Input

- Online survey – English, Spanish, Chinese
 - Call-in survey - Multilingual
 - Email - Multilingual
 - MTC public information line - Multilingual
 - Public meetings
 - Stakeholder interviews/meetings
- Information about how to participate will be advertised via multilingual website, take-one and advertising



Next Generation: Questions

- What works well with the current Clipper system?
- What doesn't work well with the current Clipper system?
- What do people want to pay for with Clipper in the future (transit, bike, parking, etc.)?
- What form should Clipper take in the future (card, existing credit card, mobile app, etc.)?



Next Generation: Questions

- How should people add value to and manage their Clipper account?
- How should the new system better serve youths, seniors and customers with disabilities?
- How should the new system better serve low-income and limited English-proficient customers?

