



ClipperSM Transition Update

Board of Directors
January 6, 2011



Clipper

- Background
- Caltrain timeline
- Using Clipper
- Current usage
- Getting the word out
- Customer feedback
- Top 3 tips
- Summary



Clipper Background

- **MTC initiative to introduce a regional fare payment system**
- **Five other active agencies: AC Transit, BART, Golden Gate Transit & Ferry, Muni and SamTrans**
- **VTA to go live next month**



Caltrain Timeline

- **Spring 2009: Staff testing**
- **Summer 2009: Public soft launch**
- **April 2010: Full launch**
- **February 2011: Paper 8-ride no longer sold**
- **March 2011: Paper Monthly Pass to be eliminated**



Using Clipper



Tag on at station





Conductor's handheld



Customer reminder





Tag off at station



Current Usage

- **Monthly Pass** (December 2010)
 - 8,300 paper
 - 2,600 on Clipper
(13 percent use autoload)
- **8-ride Ticket** (November 2010)
 - 14,000 paper
 - 2,700 on Clipper
(30 percent use autoload)



Getting the Word Out

- Station flyers
- Conductor announcements
- Take ones & onboard brochures
- Mailed notices to mail customers
- Station outreach events
- Onboard Clipper card events
- Notices at point of sale, including TVMs
- Web presence, including FAQs
- Citizens Advisory Committee
- News releases
- Newsletter articles



Customer Feedback

- Like the ease of use
- Limited vendor outlets, lack of knowledge
- 3- to 5-day lag time with loading product via web or phone
- Customer Service Bureau slow to respond



Top 3 Tips

- **Must have \$1.25 on card**
- **Cash and 8-ride customers must tag on & tag off for each trip**
- **Monthly Pass customers only tag on & off for first trip on the month**



Summary

- **Introduction and transition has been fairly smooth**
- **Continuing to communicate with customers**
- **Monitoring use and experience**
- **On track to eliminate paper 8-ride tickets and Monthly passes**