Clipper™ 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