



Clipper Fare Payment Program Update

Board of Directors
Feb. 6, 2014



Overview

- History
- Current usage
- What we've learned
- Foundation for the future
- Timeline
- Path forward



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History

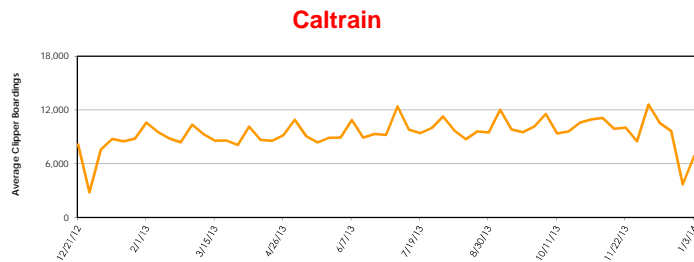
- **MTC-led project**
- **1999: Development work**
- **2006: AC Transit and Golden Gate Transit go live**
- **2010: Name changed from Translink to Clipper**
- **2010: Caltrain goes live**
- **2011: Caltrain paper passes discontinued**

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Current Usage (average weekday)

- **Region: ~690,000**



Not representative of actual use

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What We've Learned

- **Must have good customer experience & meet customer expectations**
- **Need to have flexible design**
- **Access to more venues for getting and loading card**
- **Require faster loading for online & phone**
- **Realize that card isn't answer for all**
- **Must be cost-effective system**

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Foundation for the Future

- **Collaborative relationship between transit agencies and MTC**
- **3 committees focused on future system**
 - Executive
 - Steering
 - Long-range Planning
- **Established a Vision and Mission**

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Mission & Vision

Vision: Clipper is a customer-focused, cost-effective fare payment system that supports seamless transit travel in the San Francisco Bay Area

Mission: In partnership, provide a convenient, flexible and efficient regional fare payment system

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Timeline

2013	2014	2015	2016	2017	2018	2019
Phase 3 Launch: Napa/Solano Operators	C2 Planning	Phase 3 Launch: East Bay Operators	Phase 3 Launch: North Bay/101 Corridor Operators	Award Contract(s)	Begin C2 Operations	Nov. 2019 End of Current Contract
	Issue RFP(s)	Procurement(s) (24 months)		C2 Implementation (24 months)	Parallel Op.	

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Path Forward

- Peer agency reviews
- Fare coordination efforts
- Define system performance
- Governance recommendations



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Questions & Comments



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