Overview of Clipper Program
Why a Regional Fare Payment System

- Legislative mandate to coordinate services (SB 1474)
- 9 counties
- 1.5 million daily transit trips
- 28 transit systems
  - Multimodal: bus, ferry, light rail, commuter rail, heavy rail
- Diverse fare programs
  - Flat fare
  - Distanced-based
  - Zone-based
  - Various transfer rules and agreements

Clipper = Seamless Travel Around the Bay Area

- 13 transit systems participating
  - Available to more than 95% of transit riders
  - 1.5 million active cards
  - Processing $35 million a month
  - More than 350 retailers
- Fare policy
  - 4 fare categories: adult, senior/Medicare cardholder, youth, disabled
  - 4,000+ unique fares
  - 12,000+ recognized transfer combinations
  - 100+ agency fare products
- Expansion underway
  - East Bay and Sonoma County bus operators by 2016
  - Sonoma-Marin Area Rail Transit will be Clipper-only (opens in late 2016)
Maximizing the System

- 46 passes/tickets converted to Clipper-only availability
- Integrated into transit agency systems
  - BART fare gates
  - Existing ticket machines (not Caltrain)
- Incorporated into new systems
  - New ticket machines
  - BART to OAK airport service
- Piloting non-transit initiatives
  - Parking payment at 5 garages in San Francisco

Customer Service

Access to "My Clipper" will be unavailable from 10pm-1am this Sat., Feb 14th due to maintenance. All other web services will be available.

I had a nice interaction with customer support today. Thank you.
Customer Outreach

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 1990s
  – 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
Clipper Vision & Mission

- **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.

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 who may be able to work with Clipper to enhance the next generation of the program
Ways the Public Provided Input

- Online survey (English, Spanish, Chinese, Vietnamese)
- Email (multilingual)
- Phone voicemail box (multilingual)
- Public meetings
- Stakeholder interviews/meetings

Next Generation: Questions

- What works well in the current Clipper system?
- What doesn’t work well in the current Clipper system?
- What do you want to pay for with Clipper in the future (examples: transit, bike, parking)?
- What form should Clipper take in the future, such as card, existing credit card, mobile app, or all of these?
**Next Generation: Questions**

- How would you want to add value to and manage your Clipper account?
- How else should the new system better serve commuters?
- How should the new system better serve businesses and their employees?
- Do you have other comments?

**Information & to Provide Further Feedback**

- Information resource: futureofclipper.com (survey closed closed 1/15/15)
- E-mail feedback@futureofclipper.com
- Call 510.817.5680