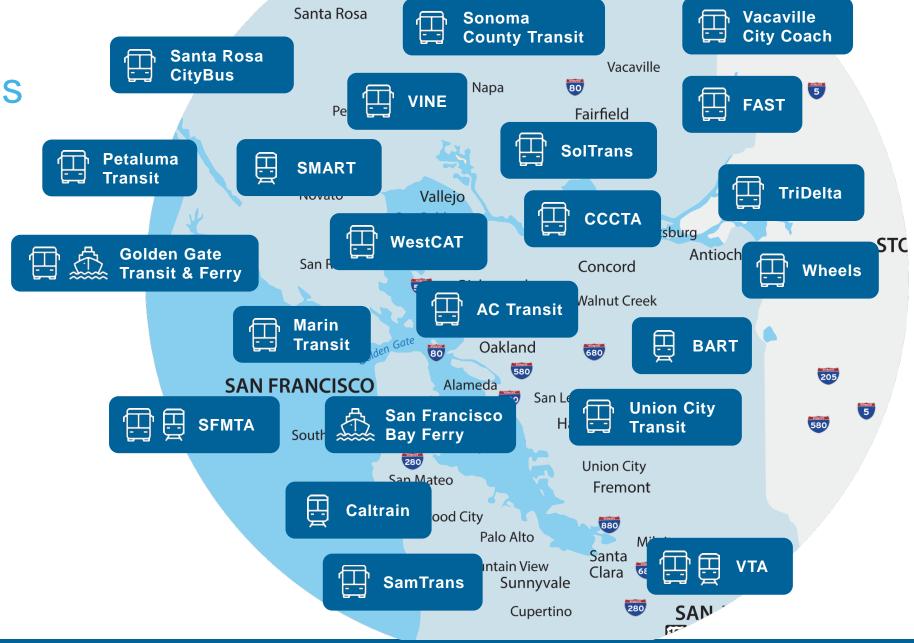


The Future of Clipper

Citizens' Advisory Council Presentation

July 11, 2019

Clipper Successes



Clipper Successes



22
TRANSIT
OPERATORS

\$55M

MONTHLY TRANSIT

OPERATOR REVENUE

23M
MONTHLY FARE PAYMENTS



825,000

DAILY WEEKDAY TRANSACTIONS



15,000
PIECES OF EQUIPMENT



97%
CUSTOMER
SATISFACTION
RATING

Clipper Goals



Intuitive, familiar experience



Excellent, proactive customer service



Transparent and efficient governance



Accurate and complete data



Flexibility and responsiveness



Efficient and reliable operations

Short-term: Continued Excellence

ENHANCED ACCOUNT MANAGEMENT

- Mobile-Friendly Website
- Website Overhaul

ACCOUNT LOADING CHOICES

- Web and Phone
- In Person









Accelerated Deployment

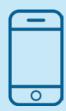
START	COMPLETE	ACTIVITY	(R	R. ransit	S. C.S.	ulrain Cir.	Cogch	La Conc	Golfon	Go, Gale C	Mari Gate	Por Transit	Satuma Tr.	Sans ansit	Sant Francisco	SFL AGS C.	SMA TA SMIS	50/2	Son	I'ioma Com	Up. Offer Trans.	inon City 7.	Vzd ransit	7 M	My Joseph	\$/88/.
Qtr 1 2019	Qtr 1 2020	Roll out more frequent loading on rail, ferry, and select ticket vending machines		•	•				•					•		•	•						•			
Qtr 2 2019	Qtr 4 2020	Development of mobile app	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Qtr 1 2020	Qtr 2 2022	Install and roll out retail devices, on-board bus equipment and standalone readers	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	

Use the mobile app...



...TO SUPPLEMENT A PHYSICAL CARD

- Create web account/register a card
- Add value/passes in the same timeframe as on website
- View card balance based on recent transactions received
- Block card by end of day
- Manage account information/payment options
- Add value to card with ApplePay, GooglePay, etc.



...AS A VIRTUAL CARD (STORED ON PHONE)

- Create a new account
- Add value/passes immediately
- View current balance, pass status and transaction history
- Block card immediately
- Manage account information/payment options
- Add value to account with ApplePay, GooglePay, etc.
- Transfer virtual card between devices



TRANSFER FROM PHYSICAL CARD TO VIRTUAL CARD:

- Card balance and passes transfer to virtual card
- Existing log-in

Greater Convenience in the Future



MORE PAYMENT OPTIONS

- Mobile Phones
- Contactless Cards
- Open Payment Potential



TRANSITION TO FLEXIBLE SYSTEM

- Faster loading
- Immediate card replacement
- Management of your family's cards in a single account



INTEGRATION WITH...

- Transit Parking
- Paratransit Service

Next-Generation Clipper System Design

FARE PAYMENT

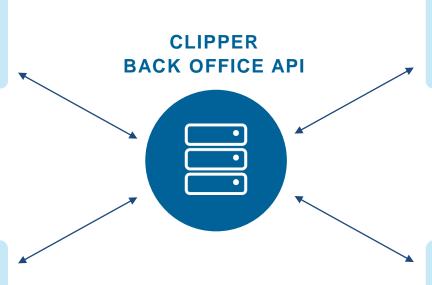


- **Onboard Readers**
- **Fare Gates**
- **Driver Consoles**
- Inspectors

ACCOUNT MANAGEMENT



- **Customer Website**
- **Mobile Devices**
- Institutions (colleges, employers, etc.)



POINT OF SALE



- **Self-serve Machines**
- **Transit Agency Ticket Offices**
- In-person Customer Service Centers
- Retailers
- Gift Cards/Benefits

AGENCY BACK OFFICES







Timeline

