



Clipper[®]:
The Next Generation
SFMTA Citizen Advisory Committee

January 13, 2015

Clipper = Seamless Travel Around the Bay Area



- **9 Counties/13 transit systems**
 - Available to more than 95% of transit riders
 - 1.5 million daily transit trips
 - Processing \$35 million/month
 - More than 350 retailers
- **Fare policy**
 - 4 fare categories: adult, senior, 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-Marín Area Rail Transit will be Clipper-only

Clipper on Muni

- Began transition of monthly pass customers in Fall 2010
- Approximately 110,000 monthly passes sold each month
- 335,000 daily boardings - 45% of Muni trips
- \$126 million in revenue collected on Clipper (61% of fare revenue)
- System limitations
 - Low-income fare category not available for Lifeline passes
 - Single use products not available to meet needs to social service clients and visitors
 - Time based fares and transfers not available



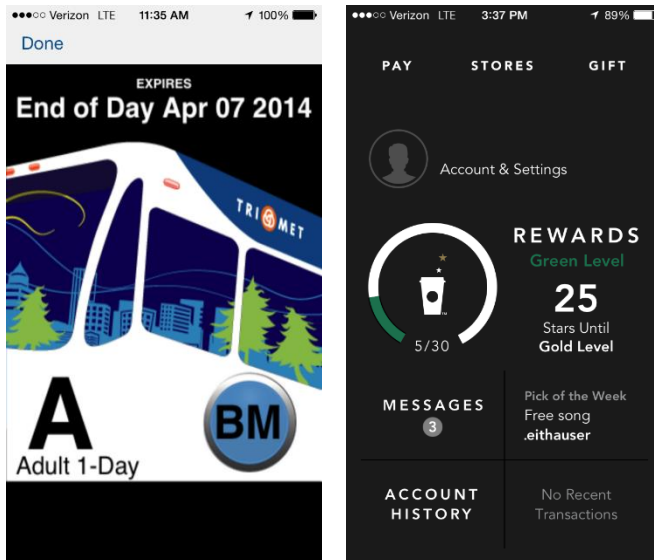
Planning for the Next Generation

- Current contract to operate system ends in November 2019
- System limitations
 - System architecture is from the late 1990's
 - 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

Vision and Mission

- The vision for the next generation of Clipper is a customer-focused, cost-effective fare payment system that supports seamless transit travel in the San Francisco Bay Area.
- The mission of Clipper is to 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 (partners, potential future partners, advocates, etc.) who may be able to work with Clipper to enhance the next generation of the program

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 (transit, bike, parking, etc.)?
- What form(s) should Clipper take in the future (card, existing credit card, mobile app, etc.)?



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?

