

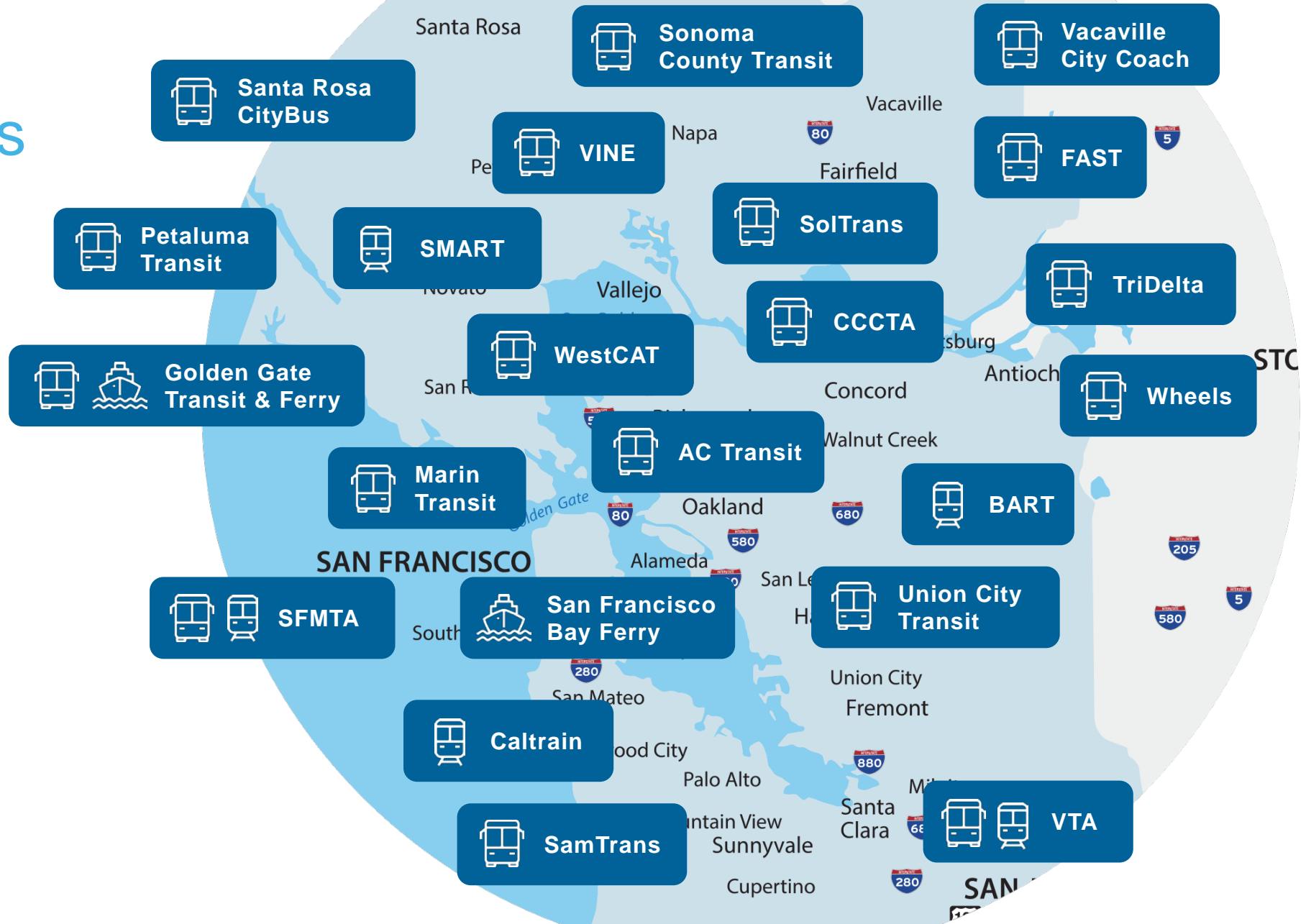


The Future of Clipper

Citizens' Advisory Council Presentation

July 11, 2019

Clipper Successes



Clipper Successes



\$55M
MONTHLY TRANSIT
OPERATOR REVENUE



15,000
PIECES OF EQUIPMENT

22
TRANSIT
OPERATORS

23M
MONTHLY FARE
PAYMENTS



97%
CUSTOMER
SATISFACTION
RATING



825,000
DAILY WEEKDAY TRANSACTIONS



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



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

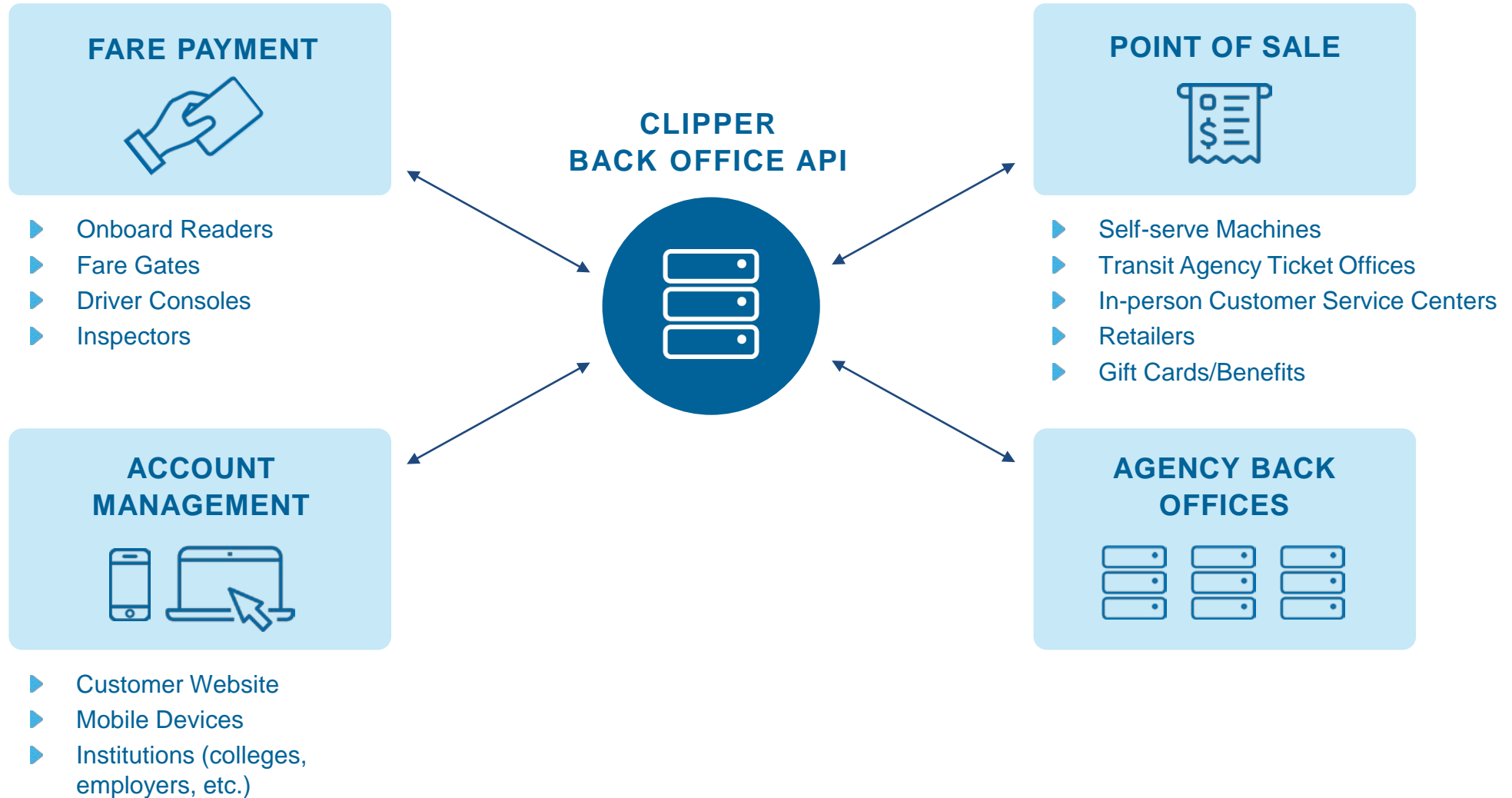


INTEGRATION WITH...

- ▶ Transit Parking
- ▶ Paratransit Service



Next-Generation Clipper System Design



Timeline

