



CLIPPER UPDATE

Clipper® Program Background

- Initiated by the Metropolitan Transportation Commission (MTC)
- Program complies with California Government Code 66516 and MTC Resolution 3866 requires fare and schedule coordination by regional transit providers
- Goal to promote transit use by streamlining payment and inter-agency transfers

Presentation Overview

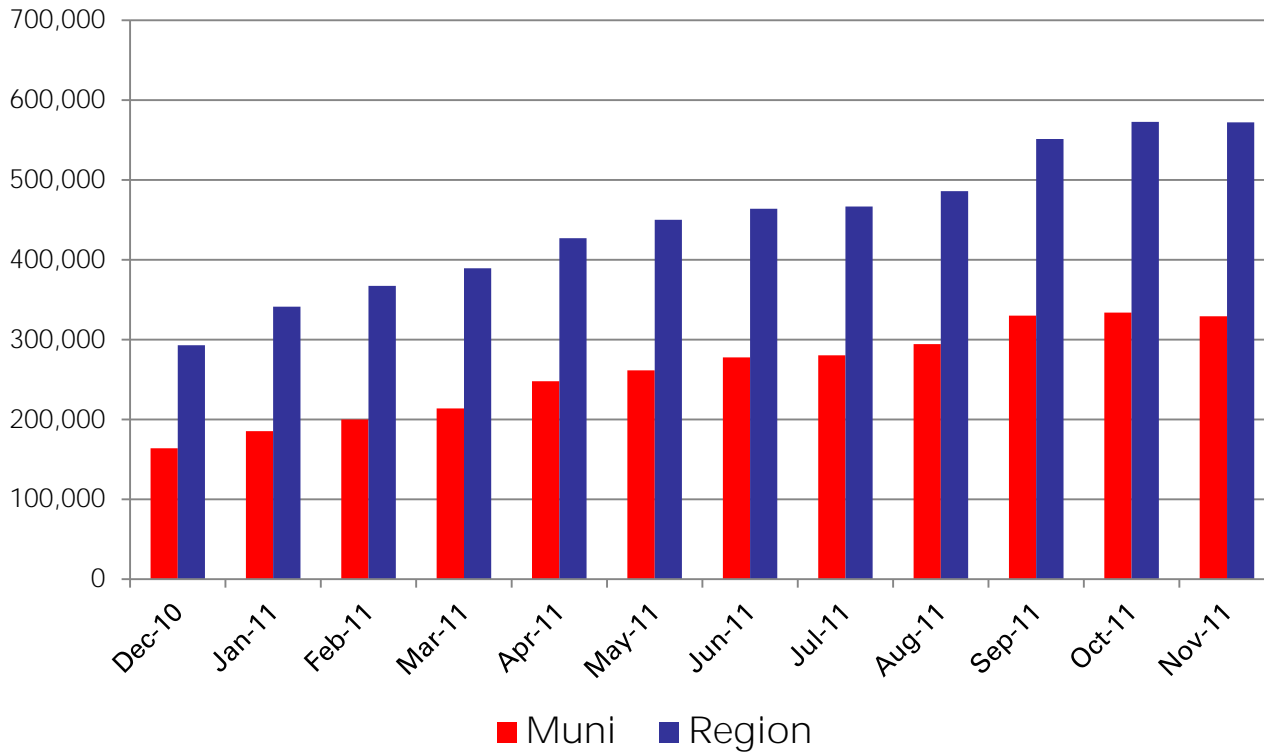
- Regional Clipper program status/transition
- SFMTA transition/performance
- Ticket vending machine (TVM) and faregate replacement project
- Next steps

Clipper[®] Implementation Progress

Agencies Operating Clipper	Transition to Clipper-Only Passes/Tickets (Major Fare Products)	Clipper Market Share (Weekday Boardings)
AC Transit	Complete	24.9%
BART	Complete as of 12/31/2011	44.1%
Caltrain	Complete	68.8%
Golden Gate Bus	Complete	34.8%
Golden Gate Ferry	Complete	90.0%
SamTrans	Complete as of 12/31/2011	9.3%
SFMTA	Complete ¹	45.0%
VTA	Planned for 6/30/2012	4.1%

¹Does not include Lifeline passes and limited number of Senior/Disabled/Youth passes distributed by social service/government agencies

Average Weekday Clipper® Boardings



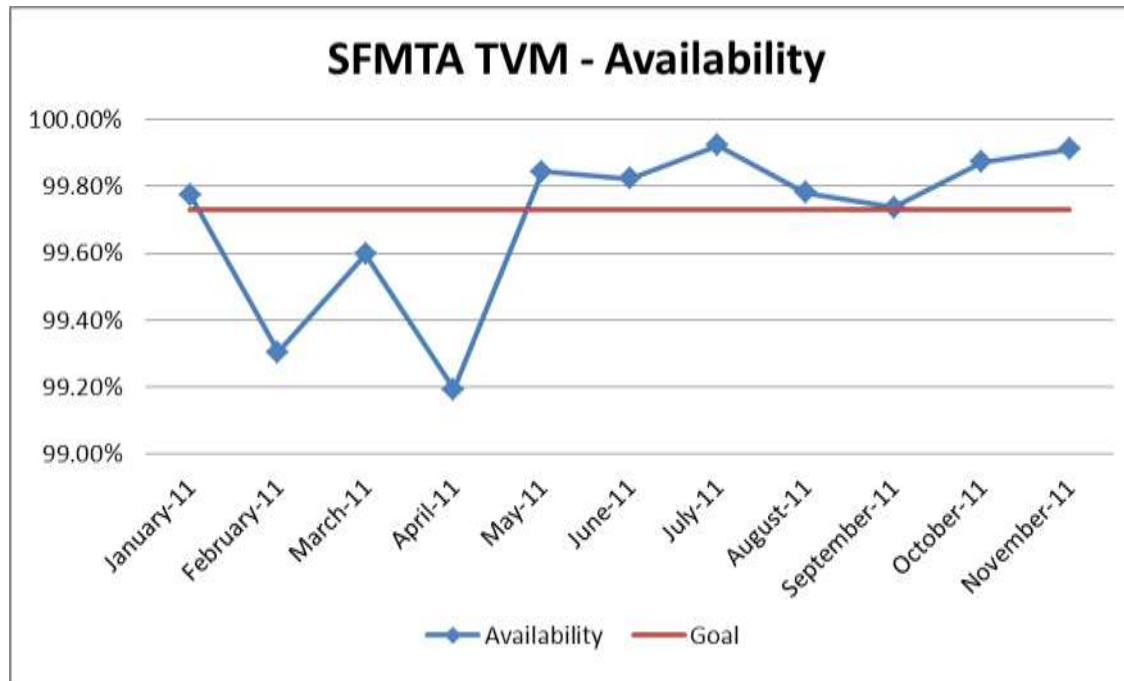
SFMTA Clipper Fare Media Transition

- Comprehensive outreach/marketing campaign
- September 2011- completed transition of all monthly pass customers (with the exception of Lifeline passes and a limited number of Discount Passes)
- Implemented new handheld read/write card readers on Cable Cars
- Approximately 330,000 daily Clipper® boardings on all Muni service (more than 50 percent of regional total)

Faregate/TVM Installation Project

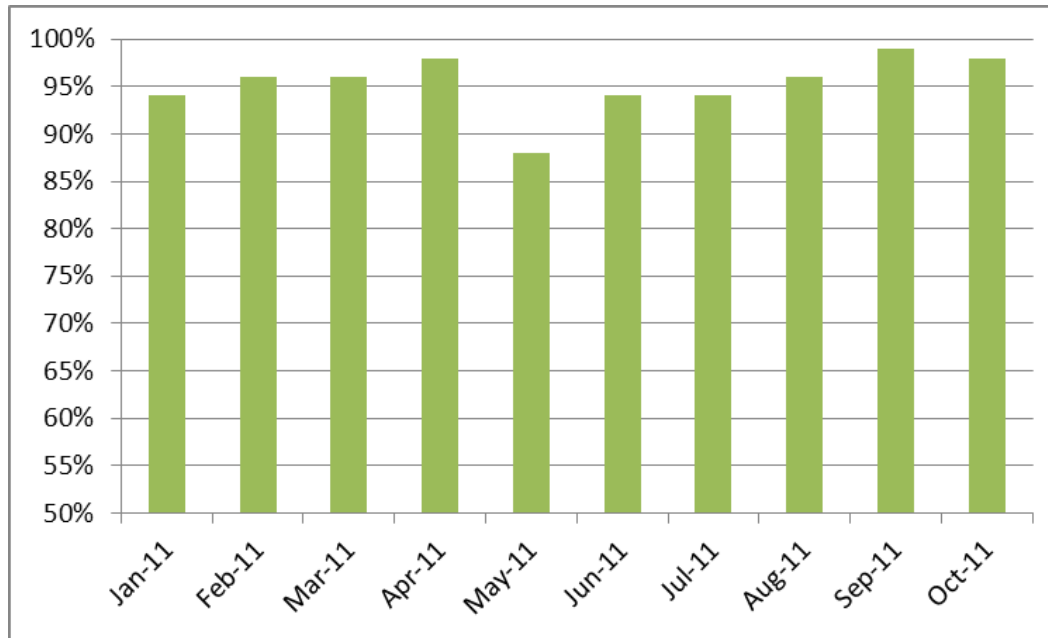
- November 2010 – Replaced 30 year old Muni Metro faregate system
- Integrated with Clipper system
- Approximately 240,000 Limited Use Tickets issued per month for cash customers

Faregate/TVM Maintenance



- Vendor responsible for maintenance
- Station Agents report problems to CUBIC Help Desk
- TVM availability above 99.7 percent over last six months
- Less than 50 hours of combined downtime on average over past six months

On-Board Equipment Availability



- Availability ranging between 96 percent and 98 percent past three months
- Wireless antenna and software upgrade implemented
- Transit operators report non working equipment to Central Control
- Customers contact Clipper Help Desk to report problems

Clipper Proof of Payment

- Transit Fare Inspectors (TFIs) equipped with hand held card readers
- Fare check for Clipper customers include reviewing last 10 transactions, available fund, fare category, etc.
- Fare check approximately two seconds per customer

Monthly Pass/Cash Fare Revenue

	FY11 Actual	FY12 Projected	Difference	% Change
Monthly Passes (Adult, Senior, Disabled, Youth) *	88,185,771	89,916,491	1,730,720	1.96%
Cash Fares (Farebox, Limited Use, Tokens, 10 Ride Books)	70,739,720	69,031,679	(1,708,041)	-2.41%
Total Revenue	158,925,491	158,948,170	22,679	0.014%

* Increase in revenue from monthly passes due mainly to FY 2012 fare increase and not to Clipper use

Clipper Revenue as a % of Total	Monthly	Single Trip	Total
Fiscal Year 2011	53%	32%	44%
Fiscal Year 2012 YTD	91%	40%	66%

Clipper® Annual Operations & Maintenance Costs

Item	Estimated FY 2012 Costs
Regional Clipper Card Program <i>SFMTA share of Clipper Operating Fees, Network Management, Administration and Transaction Fees</i>	\$7.6 million
Muni Metro Automated Fare Collection System <i>Maintenance and Other Support Costs</i>	\$1.5 million
Limited Use Tickets	\$0.6 million
SFMTA Staffing & Program Administration	\$1.1 million
Savings <i>Discontinued Paper Fare Media and Reduced Faregate Maintenance</i>	(\$0.4 million)
Total O & M Annual Costs	\$ 10.4 million

Anticipated Benefits

- Rider access to multiple systems through one card
- Faster boarding
- Less cash in the system
- Lower fraud
- Less resources spent on pass sales

Summary

- Approximately 330,000 daily weekday Muni boardings
- 120,000 monthly pass customers transitioned
- New faregate/ticket vending machines installed
- Eight major transit providers transitioned
- Fare inspection, equipment availability, revenue collection targets on track

Next Steps

- Evaluate feasibility of additional fare media transition (Passports, Cable Car tickets, Lifeline passes)
- Continue to collaborate with MTC and regional partners to seek technology changes that improve customer experience and reliability