



Overview of Fare Product Sales Access

Citizens' Advisory Council

Administration, Operations, & Customer Service Committee

March 16, 2023

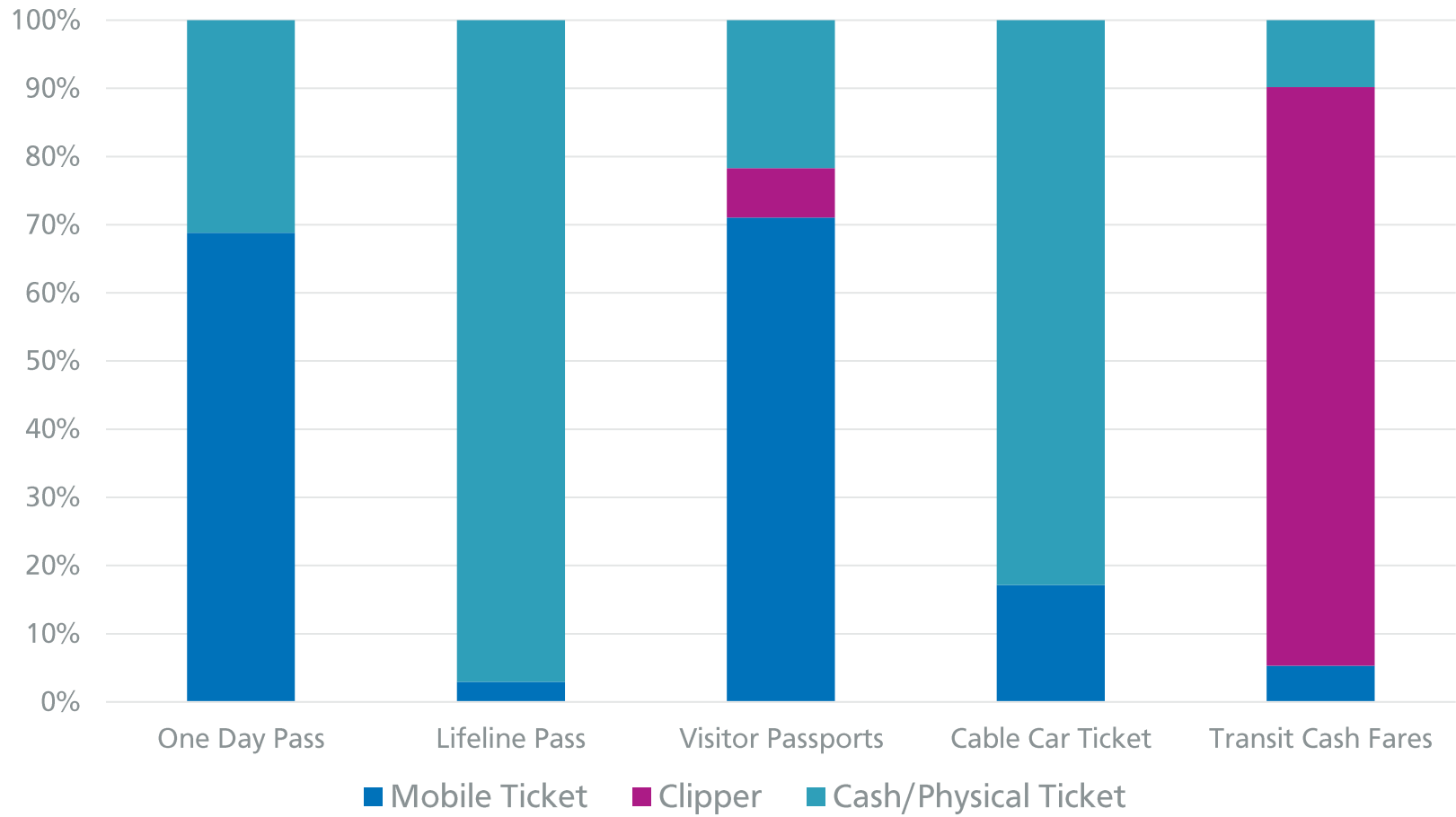
Current Product Availability

Product	MuniMobile	Clipper (online/TVMs/ Retailers)	On- Board	Retailers (Physical Passes)
Adult Monthly Passes		X		
Senior/Disabled Monthly Pass		X		
One Day Pass (Without Cable Car)	X		X	
Lifeline Pass	X			X
Visitor Passports	X	X		X
Single Ride Cable Car	X	X	X	
Single Ride Fare	X	X	X	
Clipper START Single Ride		X		

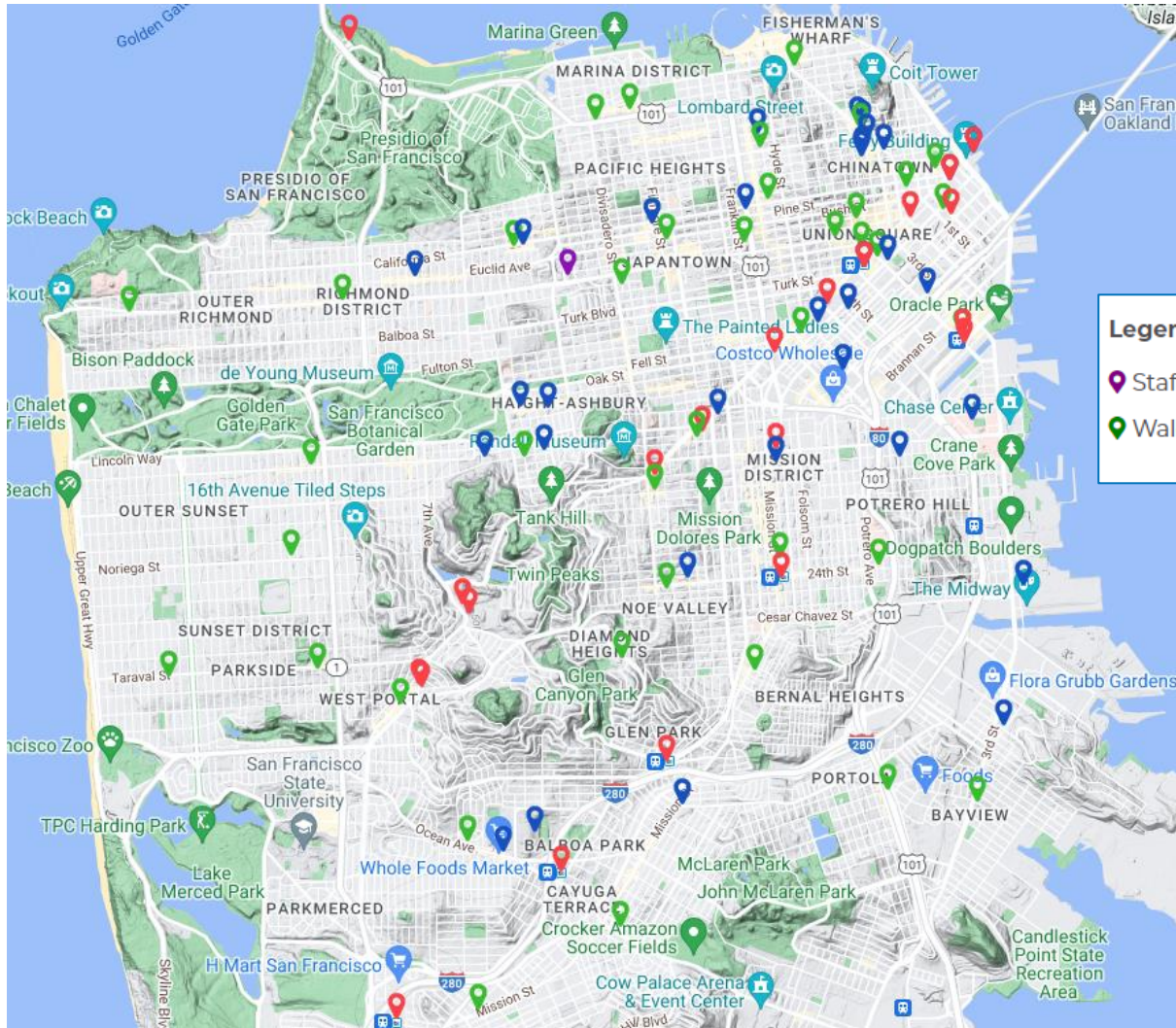
Revenue by Source

FY23 (July -January)	Mobile Ticket	Clipper	Cash/Physical Ticket	Total
Adult Monthly Pass		3,698,874		3,698,874
Muni-Only Adult Monthly Pass		5,071,843	72,208	5,144,051
Discount Monthly Passes		350,691		350,691
One Day Pass (No Cable Car)	900,505		407,785	1,308,290
Lifeline Pass	56,904		1,879,107	1,936,011
Visitor Passports	3,812,492	388,210	1,165,415	5,366,117
Single Ride Cable Car Ticket	1,030,195		4,975,142	6,005,336
Transit Cash Fares	1,196,380	19,204,532	2,218,726	22,619,638
Total	\$6,996,475	\$28,714,149	\$10,718,383	\$46,429,007





Revenue by Payment Method



Clipper Sales Locations



Legend

 Staffed locations	 Self-serve machines
 Walgreens	 Other retailers

Clipper Retail Network

- Clipper vendor participation current challenges
 - Dedicated phone line
 - Stand alone equipment
- Current retail network significant limited
 - Walgreens closures
 - Hardware obsolete
- Next Generation Clipper improvement
 - Hardware less bulky
 - Web-based system
 - Requirements/incentives for locations in underserved communities

Next Generation Clipper Product Availability

Product	MuniMobile	Clipper (online/TVMs/ Retailers)	On- Board	Retailers (Physical Passes)
Adult Monthly Passes		X		
Senior/Disabled Monthly Pass		X		
One Day Pass (Without Cable Car)	X	X	X	
Lifeline Pass	X	X		X
Visitor Passports	X	X		X
Single Ride Cable Car	X	X	X	
Single Ride Fare	X	X	X	
Clipper START Single Ride		X		