



SFMTA
Municipal
Transportation
Agency

Clipper[®] 2.0 (“C2”) Regional Update

June 24, 2014

SFMTA Board of Directors

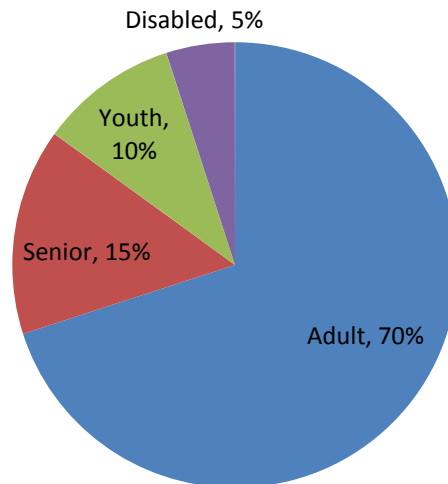
Agenda

- Brief update regarding Clipper[®] on Muni
- Regional long range Clipper planning
- SFMTA's perspective on regional initiative



Clipper[®] is utilized by a significant share of both regional and Muni ridership

- Clipper has been in full-scale operation on Muni since 2010, when monthly passes transitioned to Clipper
- Currently, Clipper tags on Muni alone account for just under 50% of Bay Area transit rides taken using Clipper
- Similarly, Clipper tags on Muni account for just under 50% of monthly Muni boardings, comprised of roughly:



There are over 100 in-person access points to Clipper[®] in San Francisco



- 118 Clipper vendors in San Francisco
- Orange squares indicate low-performing retailers; staff is working with MTC to redistribute these outlets
- In addition, Muni TVMs are located in all nine Metro stations, plus Balboa Park BART station, and dispense adult Clipper cards