



# Clipper<sup>®</sup>: The Next Generation

SFMTA Citizen's Advisory Committee

February 4, 2016

# Clipper = Seamless Travel Around the Bay Area



- **9 Counties/20 transit systems**
  - Available to more than 95% of transit riders
  - 1.7 million active card accounts
  - 20-23 million transactions per month
  - Processing \$40 to \$45 million in transit revenue per month
  - More than 300 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 operators launched in November 2015
  - Sonoma County operators soft-launched in January 2016
  - Union City Transit will launch in fall 2016.
  - Sonoma Marin Area Rail Transit launches in late 2016 as the first Clipper only agency

# Clipper on Muni

- Monthly pass customers transitioned in Fall 2010
- Approximately 110,000 monthly passes sold each month
- \$123 million in revenue collected on Clipper (55% 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



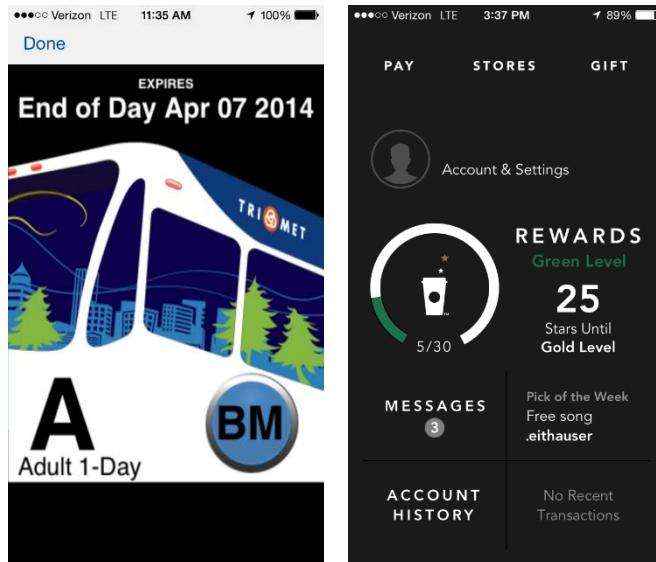
# Planning for the Next Generation

- 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



CLIPPER

# 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.



## Next Generation: Questions

- What fare products would you like to see in the next generation 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.)?
- How would you want to add value to and manage your Clipper account?
- Other comments?

