

# The NEW Clipper<sup>®</sup>

MODERNIZING TRANSIT  
FARE PAYMENTS FOR ALL

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BART Accessibility Task Force  
May 25, 2023

Presenter: Kelley Jackson, Principal Project Coordinator,  
Metropolitan Transportation Commission



# Clipper Today





**4 Million**  
Active Accounts



**\$24 Million**  
Fares Collected



**10 Million**  
Uses

**\*Every month**

# Users Love Clipper!

**95%**  
Satisfaction

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**97%**  
Would Recommend



# Clipper Technology Delivers Transit Rider Benefits

Transit benefit recipients

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Low-income (equity)

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Youth and seniors

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People with qualifying  
disabilities (accessibility)

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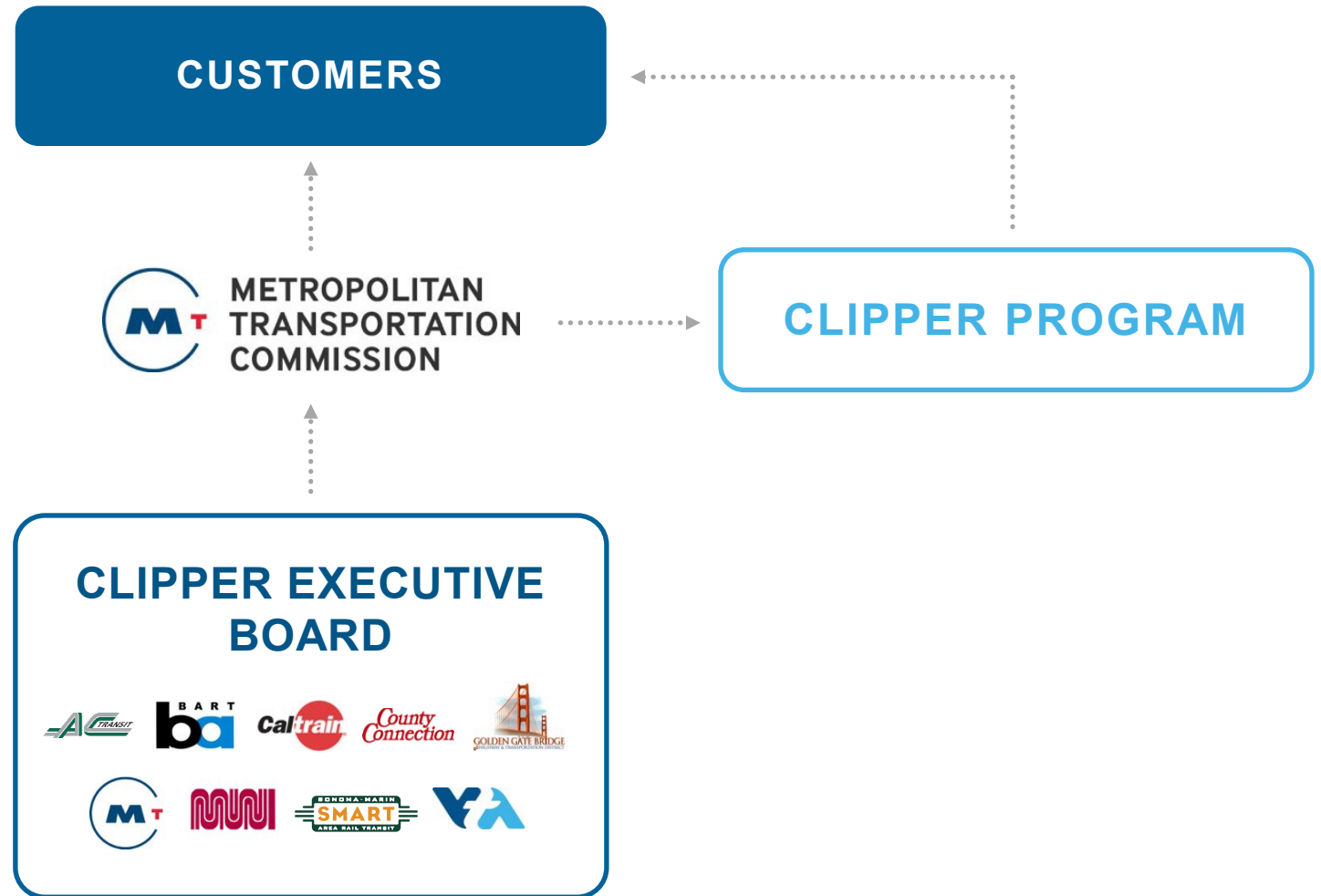
Transit benefit companies

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Employers, colleges and  
residential developments



# Clipper Governance



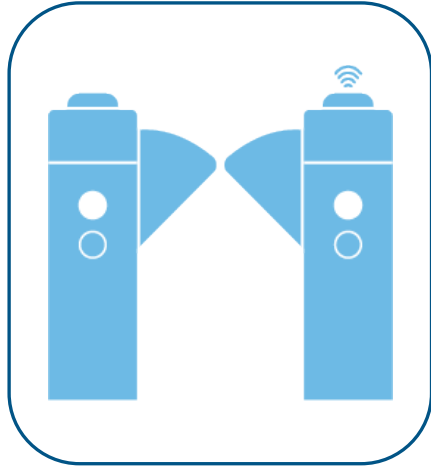
# The New Clipper



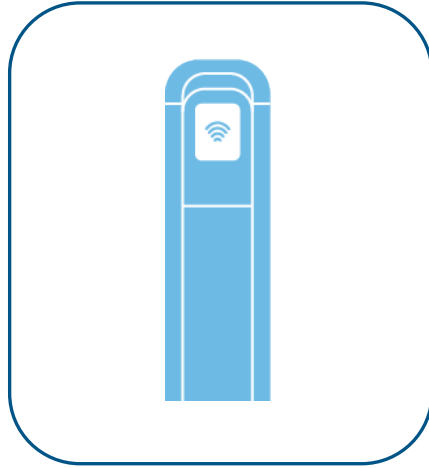
# All New Equipment



**On-Board Card  
Readers &  
Driver Units**



**Clipper Rail  
Gate Card  
Readers**



**Platform  
Stand-Alone  
Card Readers**



**Customer  
Service  
Terminal**



**Handheld  
Retail &  
Inspection**

# Mobile Clipper Card



# Cards You Already Have

Major contactless  
credit/debit cards



# Clipper Mobile App

Instant Funds

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See Balance

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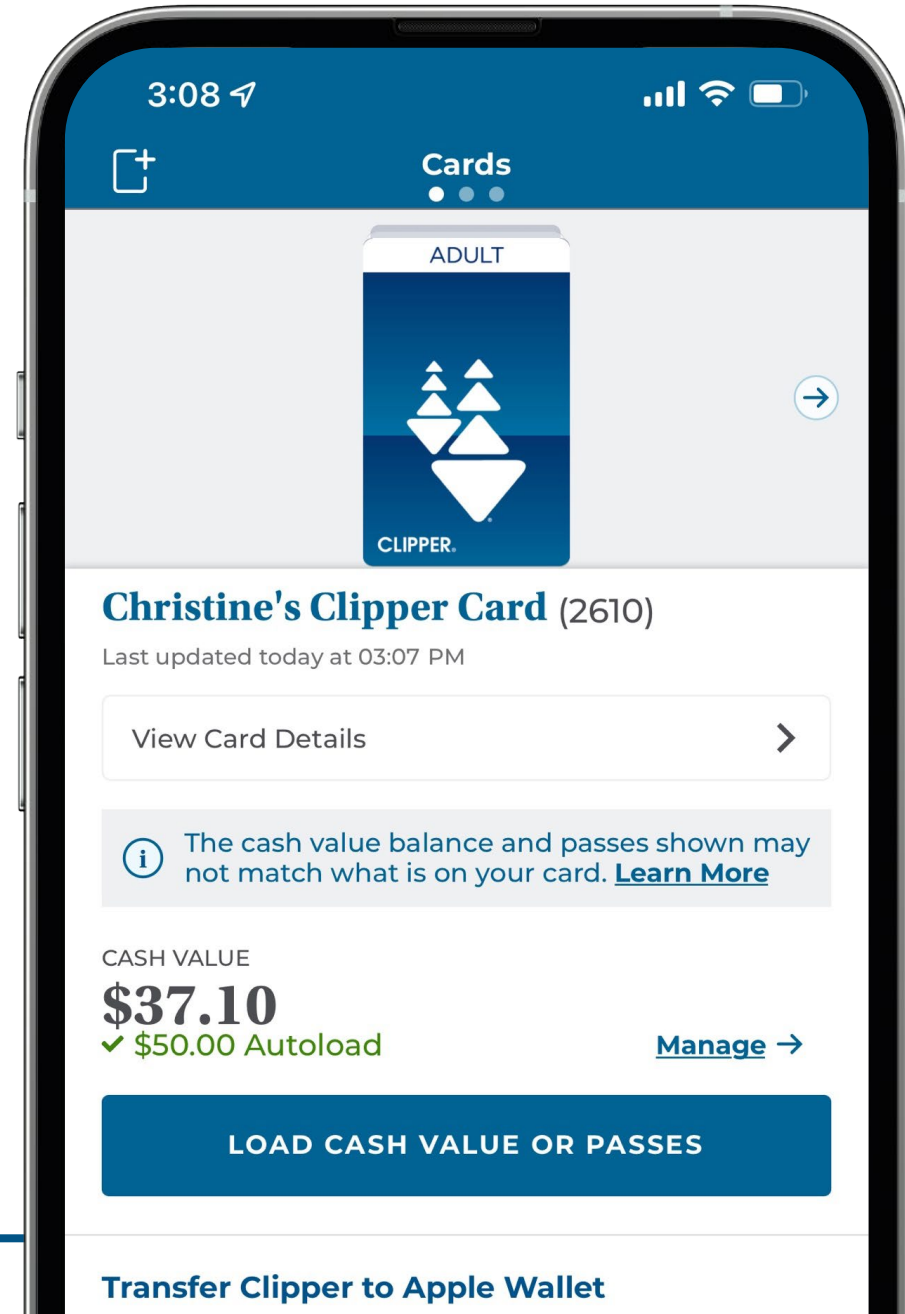
See Travel Costs

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Plan Trips

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Group Travel



# It's Family Friendly

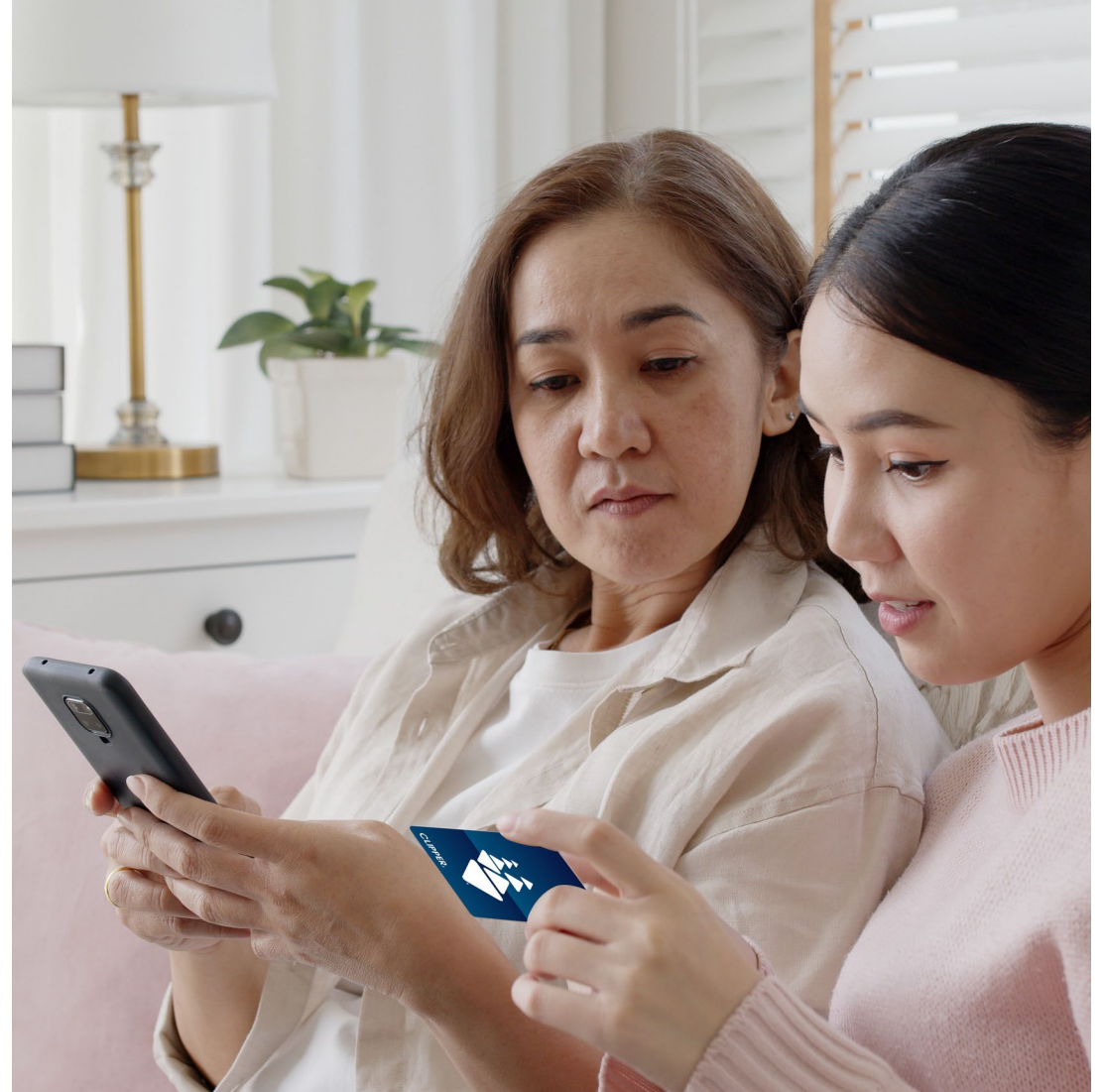
Manage Kids' Cards

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Manage Seniors' Cards

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Manage Another Account

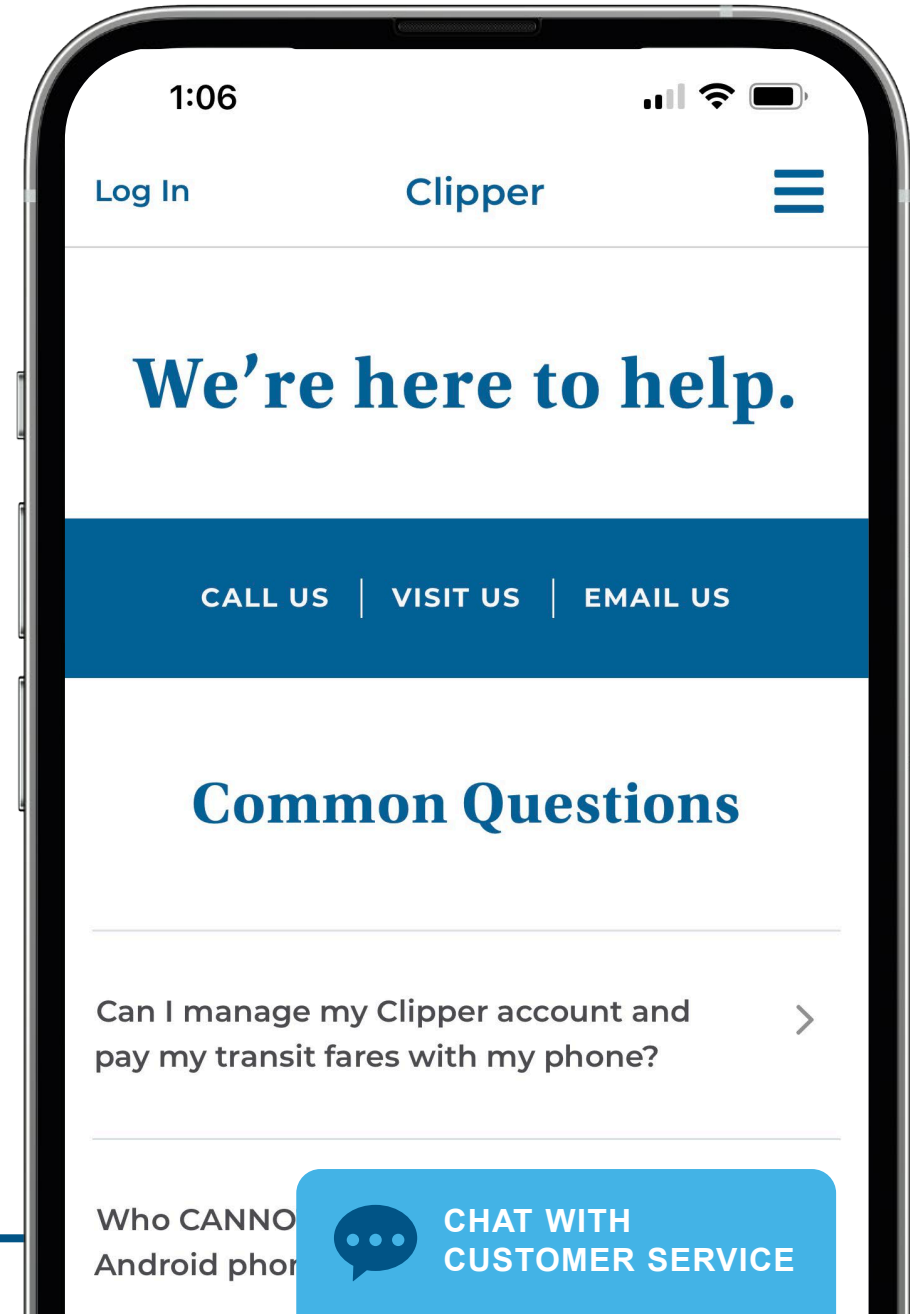


# Best-in-Class Customer Service

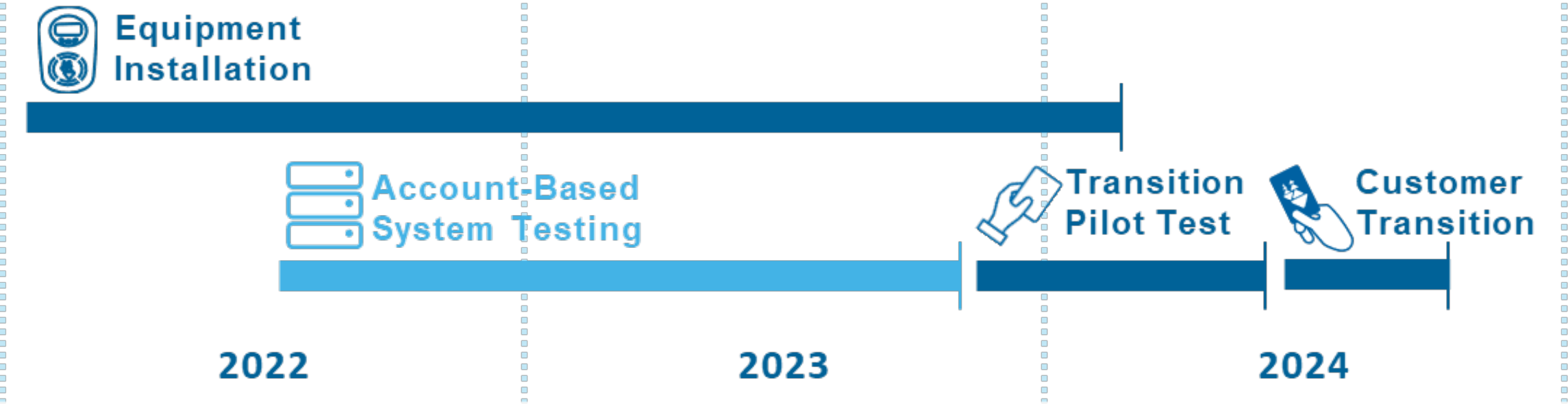
Automated Phone Options

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Live “Chat”



# Project Delivery



# Refreshed, Reliable System

Faster and Easier

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Benefits for Customers

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Benefits for Operators

