Clipper® Next-Generation System and Means-Based Pilot Program

BART Board of Directors

November 21, 2019

Clipper®
Next-Generation System

Clipper: A great success story

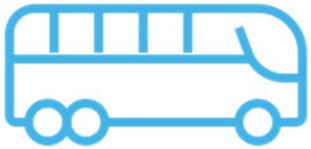
22

TRANSIT AGENCIES

SEAMLESS TRAVEL SINCE

2006

MORE AGENCIES INTRODUCING INCENTIVES



CLIPPER USAGE ON BART

68% ➡ 90%

CARD SALES AT BART

1.5 MILLION

97%

CUSTOMER SATISFACTION

Our next-generation system will be even better

MORE PAYMENT OPTIONS

- Website and Retailers
- Mobile App
- Future Option to Use Credit Cards at Clipper Readers

TRANSITION TO FLEXIBLE SYSTEM

- Software Upgrades
- New Equipment
- Incentives and Programs

INTEGRATION WITH OTHER SERVICES

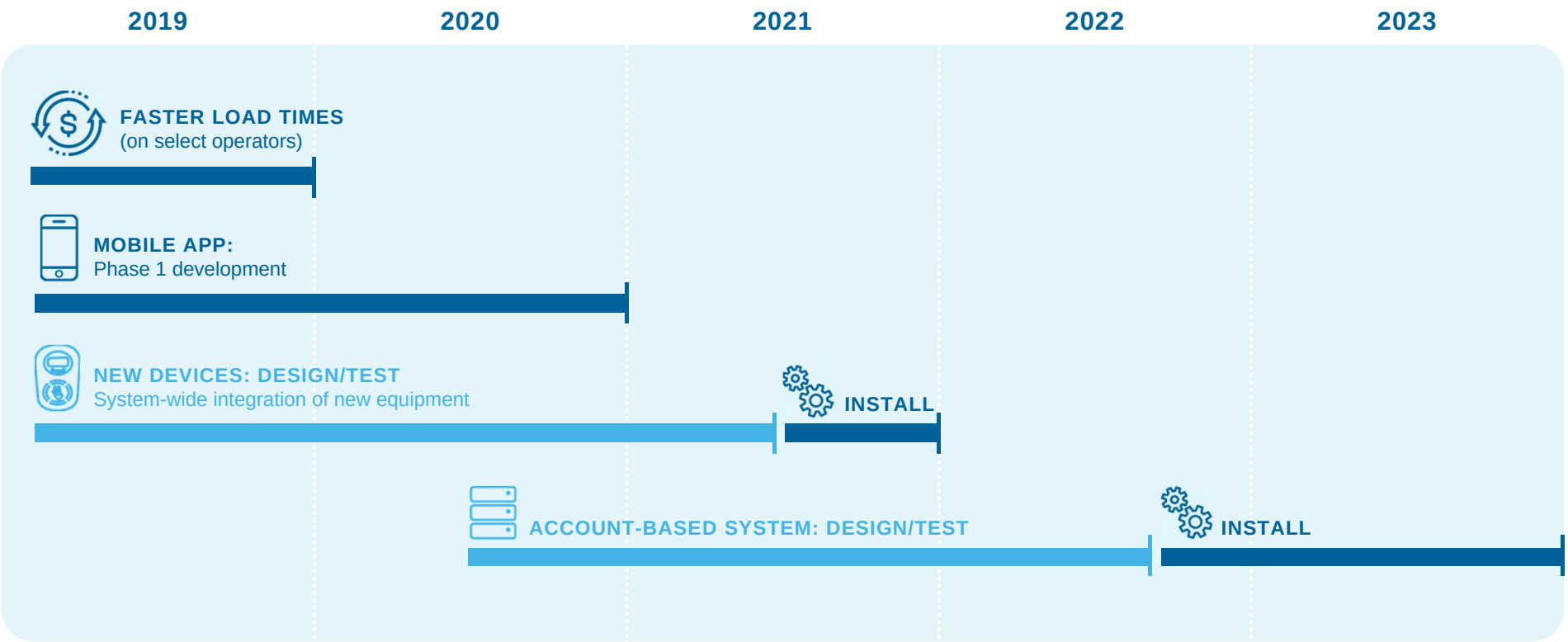
- Lyft and Car Share
- Paratransit
- Transit Parking
- Partnerships

The Clipper mobile app will transform fare payment

WITH CLIPPER MOBILE CARD YOU CAN…

- Pay your fares on all transit agencies
- Add Clipper value with Apple Pay, Google Pay, etc.
- Add Clipper to your Google Wallet

Next-generation system: On-track and On-schedule



Clipper®
Means-Based
Pilot Program

A mean-based transit fare discount pilot

Transportation is the 3rd largest household budget item

One fifth of the population lives below 200% of the federal poverty level

- Commitment to serve low-income individuals
- 2015 study to determine desirability and viability of a means-based pilot
- You voted to implement a means-based pilot program in May 2018

CLIPPER START℠

The pilot has some well defined goals

IMPLEMENTATION

AWARENESS

Customers report awareness of the program

POSITIVE EXPERIENCE

Easily accessible to all qualified customers

FINANCIAL VIABILITY

20% discount is financially feasible for operators and region

ADMINISTRATIVE FEASIBILITY

Management, implementation, and evaluation feasible

IMPACT

AFFORDABILITY

Participants are less burdened by transportation costs

INCREASED ACCESS

Access to opportunities, including jobs, school, social or recreational activities, healthy food, etc.

Starting with four transit agencies

PARTICIPATING AGENCIES	• BART (20%) • Caltrain (20%) • Golden Gate Transit (50%) • SFMTA (50%)
ELIGIBILITY	• Adults earning < 200% Federal Poverty Level (~$50k Annual income for household of 4)
IMPLEMENTATION	• Offered through Clipper® • Pilot: 12 to 18 Months • Centrally administered for the region

Comprehensive outreach to promote the program

Social Service Agencies

Advertising

Community Based Organizations

Participating Transit Agencies

Applying to get the discount will be simple

APPLICANT

1

CUSTOMER APPLIES

2

WE VERIFY INFORMATION

3

SEND PERSONALIZED CARD

- Automatic discount on participating transit operators
- Can use card on other transit operators, but will pay full fare

We are building on the successes of others

BUILT ON OTHER REGIONS' EXPERIENCES

SOUGHT OUT INFORMATION FROM AGENCIES

CONTINUE TO SEEK OUT BEST PRACTICES

thrive
to pharmacy, no fare necessary
5008