



Clipper Update

BART Board of Directors

May 13, 2021



Today's Agenda

- Clipper Successes
- Clipper START
- Governance and Program Delivery
- Path Forward: Clipper 2

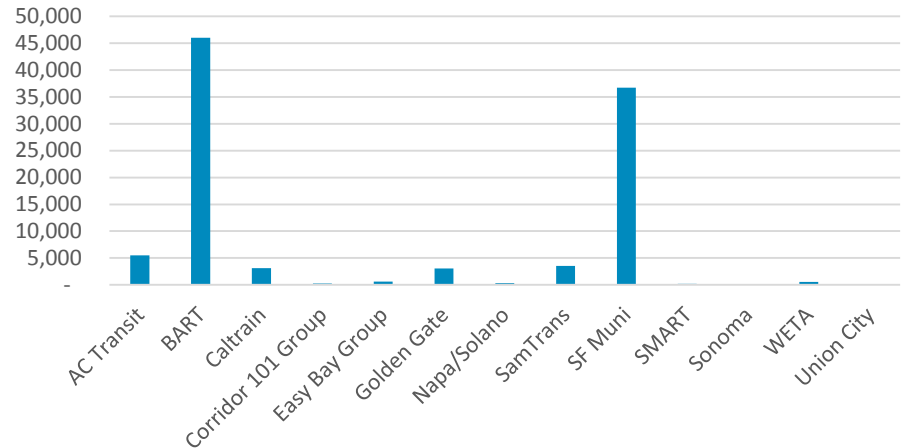
Clipper Successes

- Integrated travel since 2006; 22 operators currently accepting Clipper
 - More than 8 million cards in circulation
 - More than \$4.6 billion in fare revenue processed
 - 97% satisfaction rating
- BART transition to Clipper-only vending as of December 2020
 - \$3 card fee set by Clipper Executive Board (CEB) for the region
- Regional Transit Connection (RTC) Discount ID Card Program
 - CEB assumes policy making authority for the RTC Program
 - Clipper MOU and Operating Rules
 - Eliminate \$3 application fee (parity with other discount programs)
- New Clipper Website launched July 2020
 - The website optimizes the interface in response to whether a person is using a mobile or desktop device to access the site
 - The new website was a collaboration between Cubic, MTC, transit operator staff and the Center for Accessible Technology (C for AT)

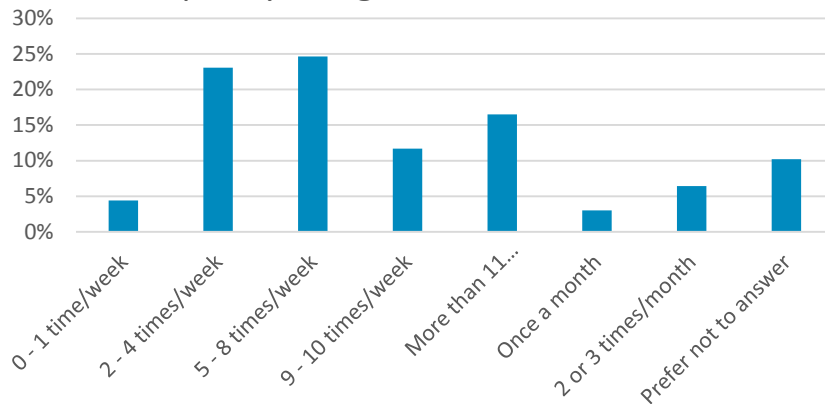
Clipper START

- Majority of Clipper START trips have been on BART
- 1/3 trips were taken on SF Muni
- Regional recovery may reshape usage by agency

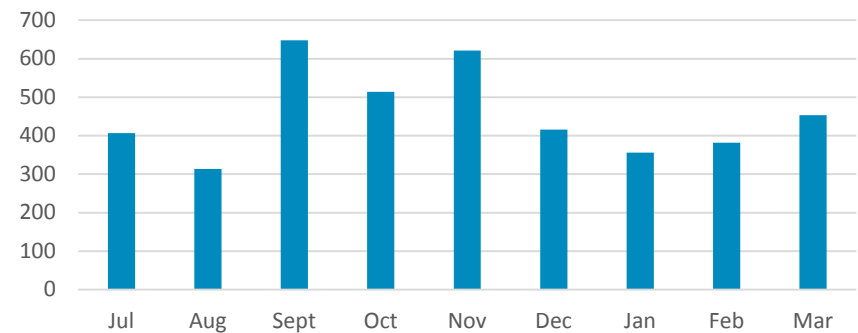
Trips by Agency



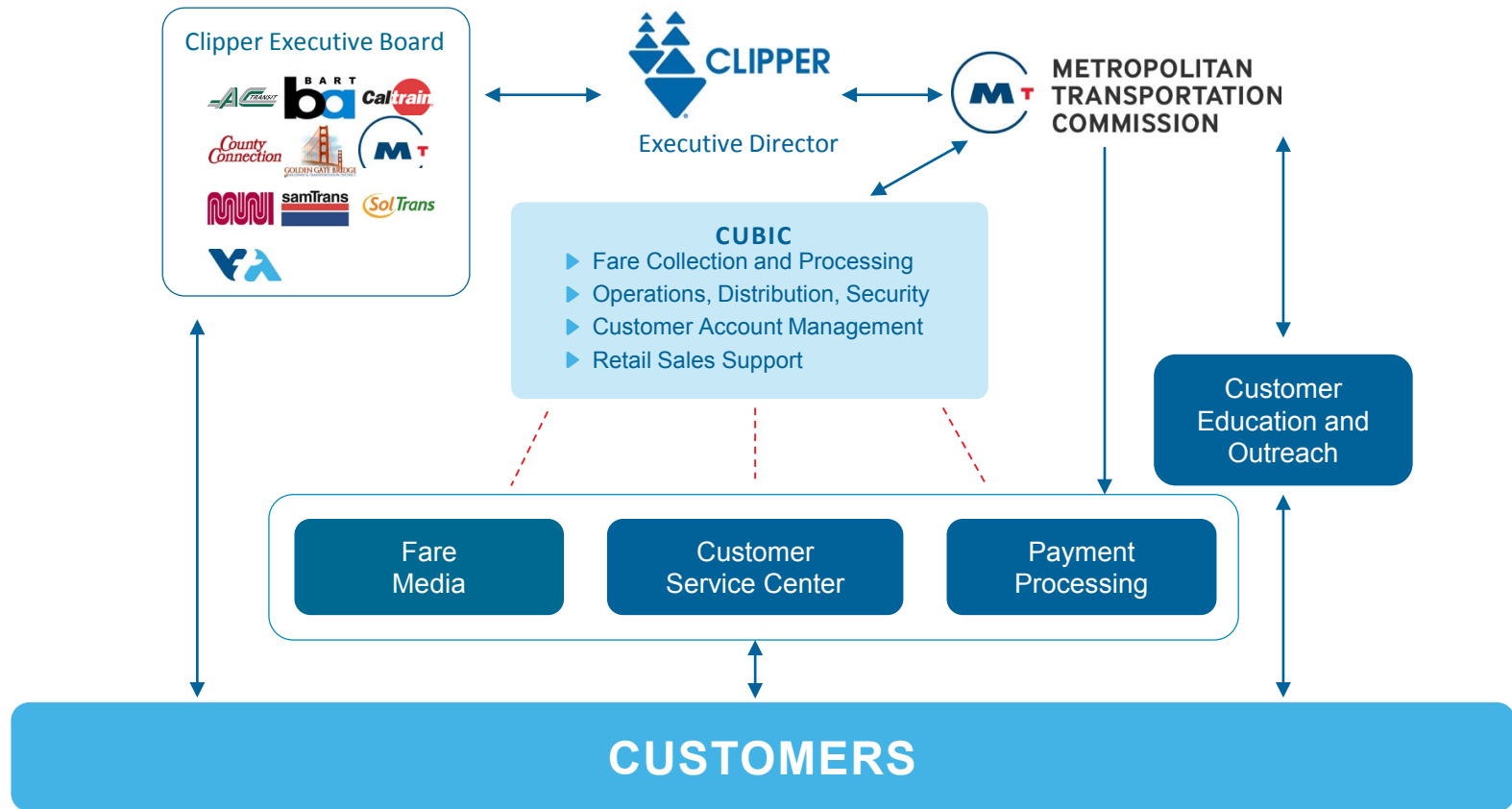
Frequency Using Public Transit



Applications Submitted



Governance and Program Delivery



C2: Support Existing and Future Fare Policy

- C2 system is being designed to support all fare programs currently offered
- C2 is intended to provide flexibility to respond to desires for additional:
 - Passes
 - Accumulators: day, week, month
 - Products
 - Promotions
 - Pilots
- C2 data store design is underway

C2: Clipper Mobile Application – Apple and Google

Clipper Mobile App users can:

- Manage their Clipper card on a mobile device
- Pay fares on all transit agencies including transfer discounts between operators
- Enable Express Transit Mode on a phone (iOS) for quick payment; Android has a similar feature
- Add Clipper value faster (mobile Clipper card loads immediately)
- Tips for using mobile payment:

<https://www.clippcard.com/ClipperWeb/pay-with-phone>

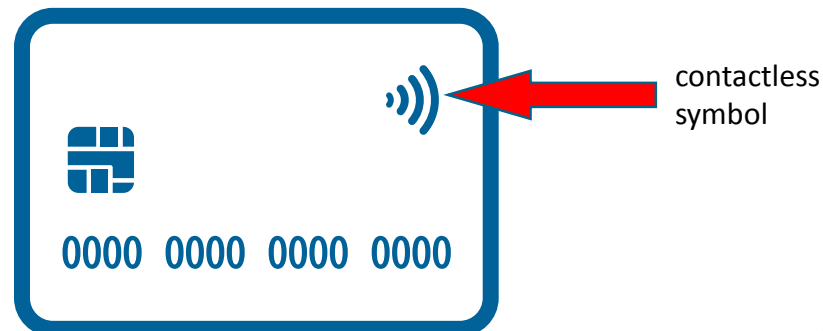


C2: Open Payments




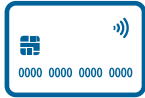
- Open Payments – use of contactless credit/debit cards for fare payment at a transit point-of-entry/exit (gates)
- Applies to full fares, does not support discount products/transfers
- Contactless cards use near-field communication (NFC) to transmit payments at faregates
- Possible deployment after C2 account-based system in 2023



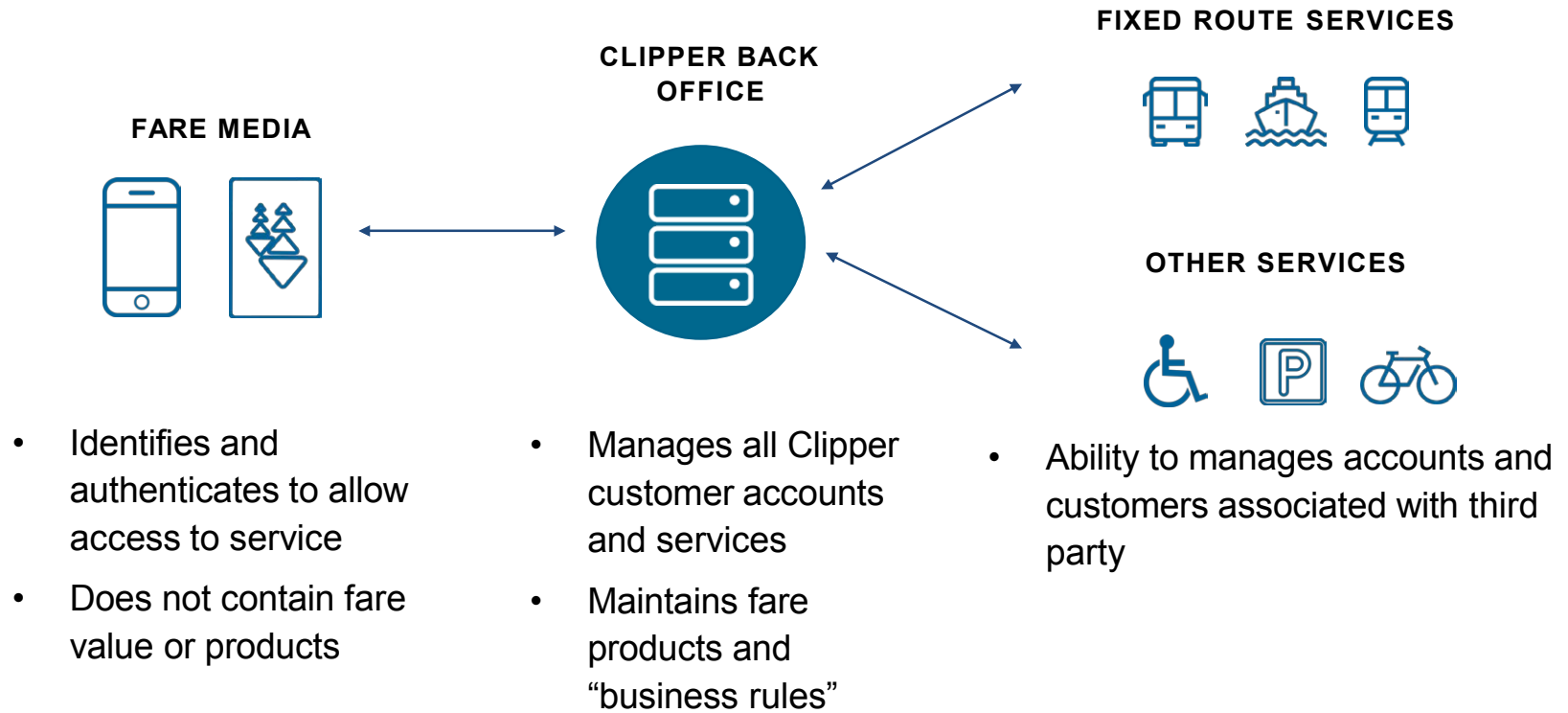
Actual gate in Sydney, Australia
(Image Courtesy of Mastercard)



C2: Customers and Products Supported

	Today we are here		Targeting Late 2022	Targeting 2023
				
	Clipper Card	Clipper Mobile	Limited Use Smart Card (C2)	Open Payment (C2)
PRIMARY CUSTOMERS SUPPORTED	<ul style="list-style-type: none">• Regular riders• Discount-qualified riders• Employers• Institutions		<ul style="list-style-type: none">• Schools• CBOs• Social service agencies• Institutions	<ul style="list-style-type: none">• Tourists• Casual riders
PRODUCTS AVAILABLE	<ul style="list-style-type: none">• Stored value• Transit agency passes• RTC discounts• Employer discounts• Joint & regional fares		<ul style="list-style-type: none">• Under development	<ul style="list-style-type: none">• Full fare only• No discounts

C2: General 3rd Party Integration Approach



C2: Paratransit

- Clipper account could be used to pay for paratransit
- Fare charged to Clipper account on file with paratransit operator
 - RTC Clipper card not required
- Application process, booking procedures, and operator policies (e.g., transfers, no-shows) expected to remain unchanged
- Clipper is targeting 2023 start for participating operators

C2: Project Timeline

- Spring 2021 – Preliminary Design Review nearly complete
 - Account-based design workshops continue
 - Business rules
 - Portals (promotional, institutional, etc.)
 - Clipper mobile app launch:
 - Apple – April 15, 2021
 - Android – May 2021
- Summer 2021 – Final Design Review
- Fall 2022 – Begin transition to account-based operations (revenue ready)
- Summer 2023 – Customer transition complete
- End of 2023 – Fully transitioned to an account-based system
- Possible Deployment 2023 – Open payment acceptance

Discussion