

The NEW Clipper[®]

MODERNIZING TRANSIT
FARE PAYMENTS FOR ALL

Regional Network Management Committee
September 8, 2023



Clipper Today



Clipper: Backbone for Regional Network Management



22 Transit Operators



Mobile Phone Partners



Support regional and operator-specific fare initiatives



Clipper Executive Board provides program direction

SONOMA COUNTY

NAPA COUNTY

SOLANO COUNTY

MARIN COUNTY

CONTRA COSTA COUNTY

San Francisco

ALAMEDA COUNTY

SAN MATEO COUNTY

SANTA CLARA COUNTY



4 Million
Active Accounts



\$24 Million
Fares Collected

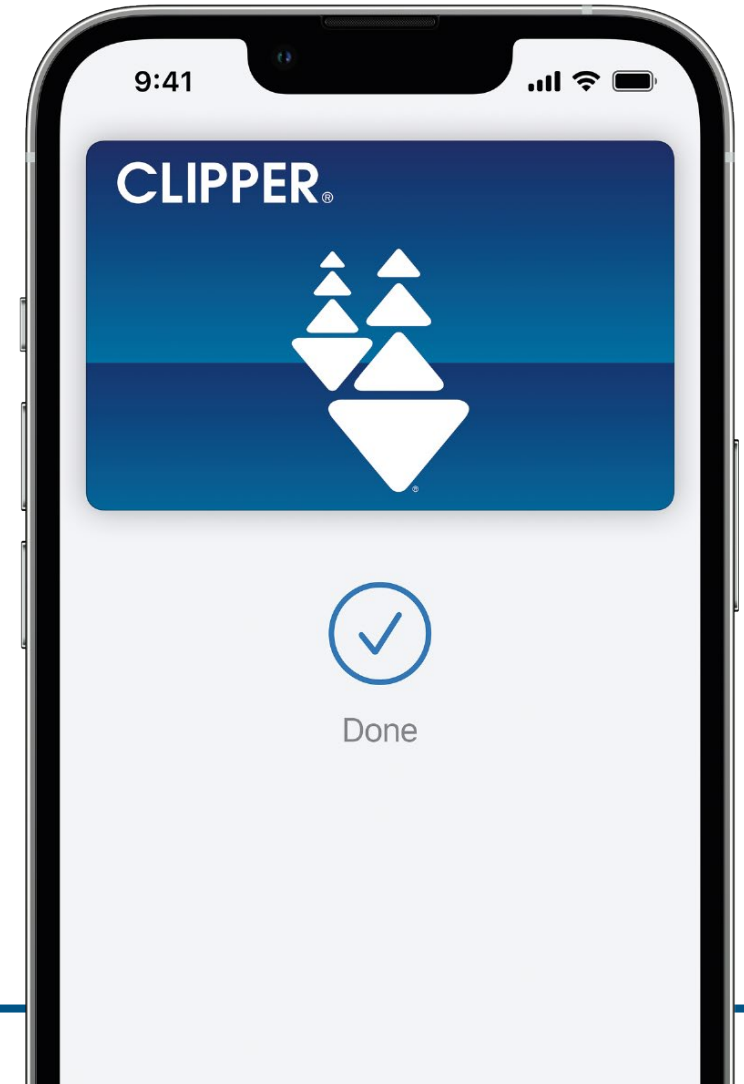
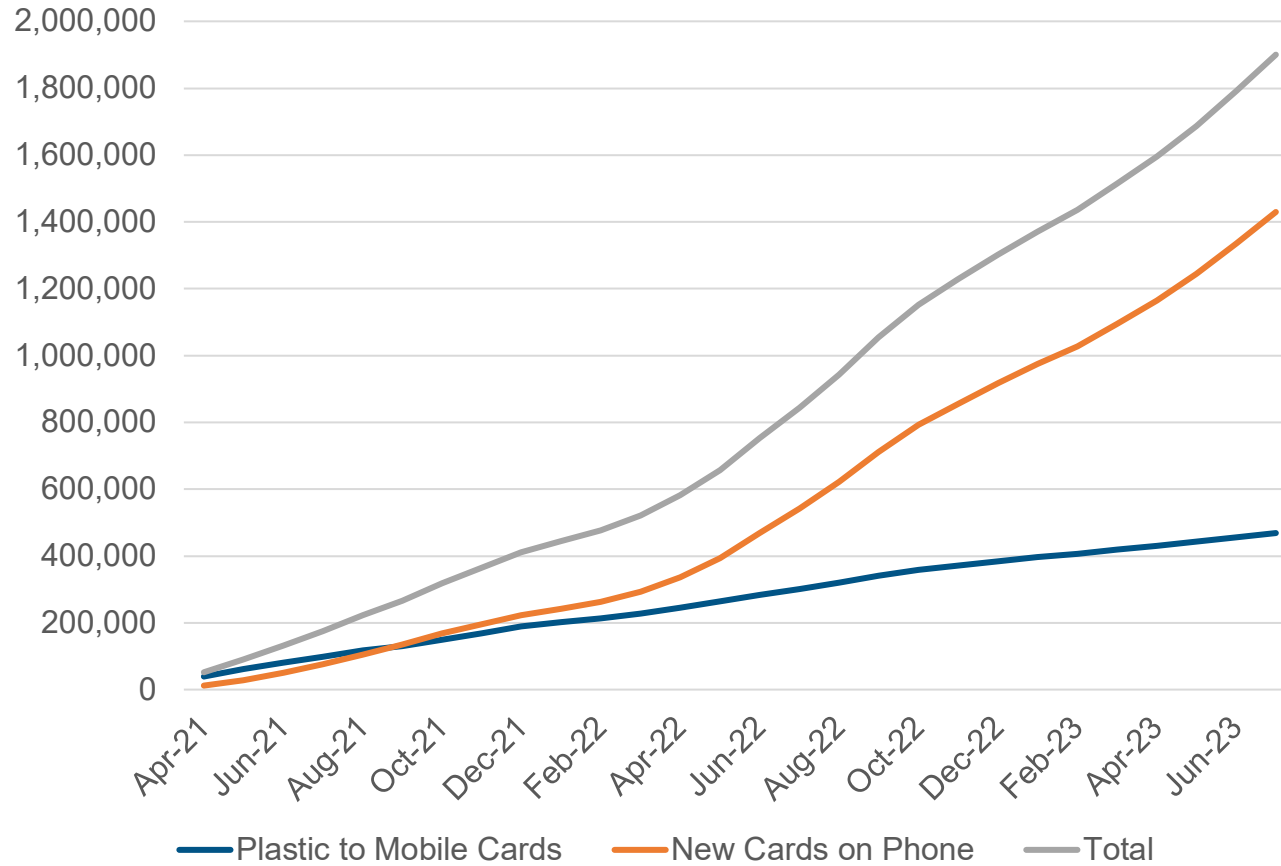


10 Million
Uses

*Every month

Mobile Clipper Cards

1,900,000



Users Love Clipper!

95%
Satisfaction

97%
Would Recommend



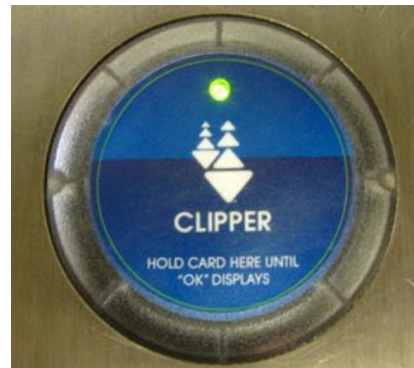
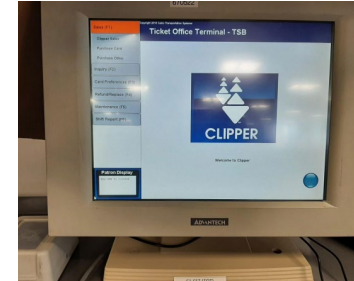
Current System Limitations



The System Needs Modernizing

1999 Technology

2005 Equipment



The System Is Stretching to Meet All Customer Needs

Transit benefit recipients

Low-income (equity)

Youth and seniors

People with qualifying disabilities (accessibility)

Transit benefit companies

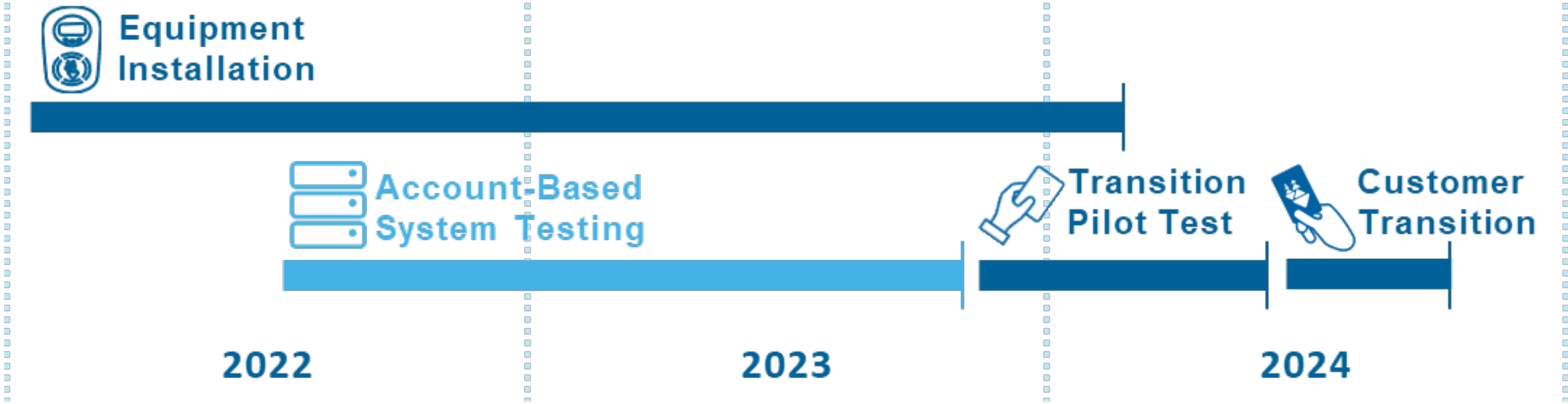
Employers, colleges and residential developments



The New Clipper



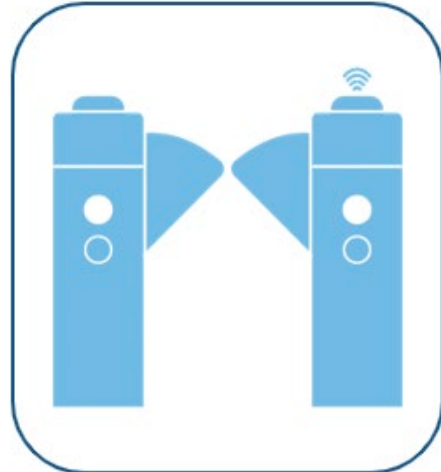
Project Delivery



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

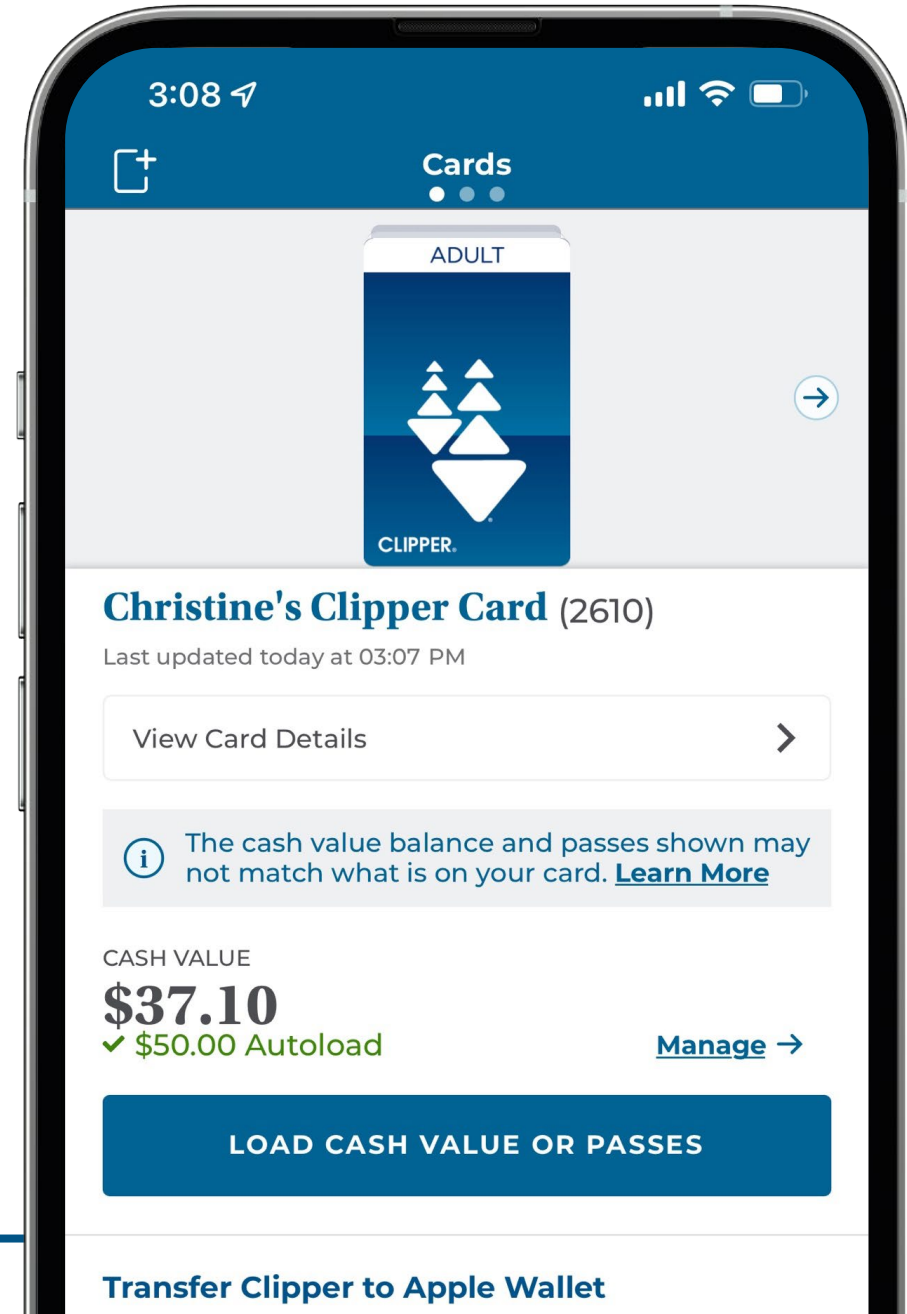
Instant Funds

See Balance

See Travel Costs

Plan Trips

Group Travel



It's Family Friendly

Manage Kids' Cards

Manage Seniors' Cards

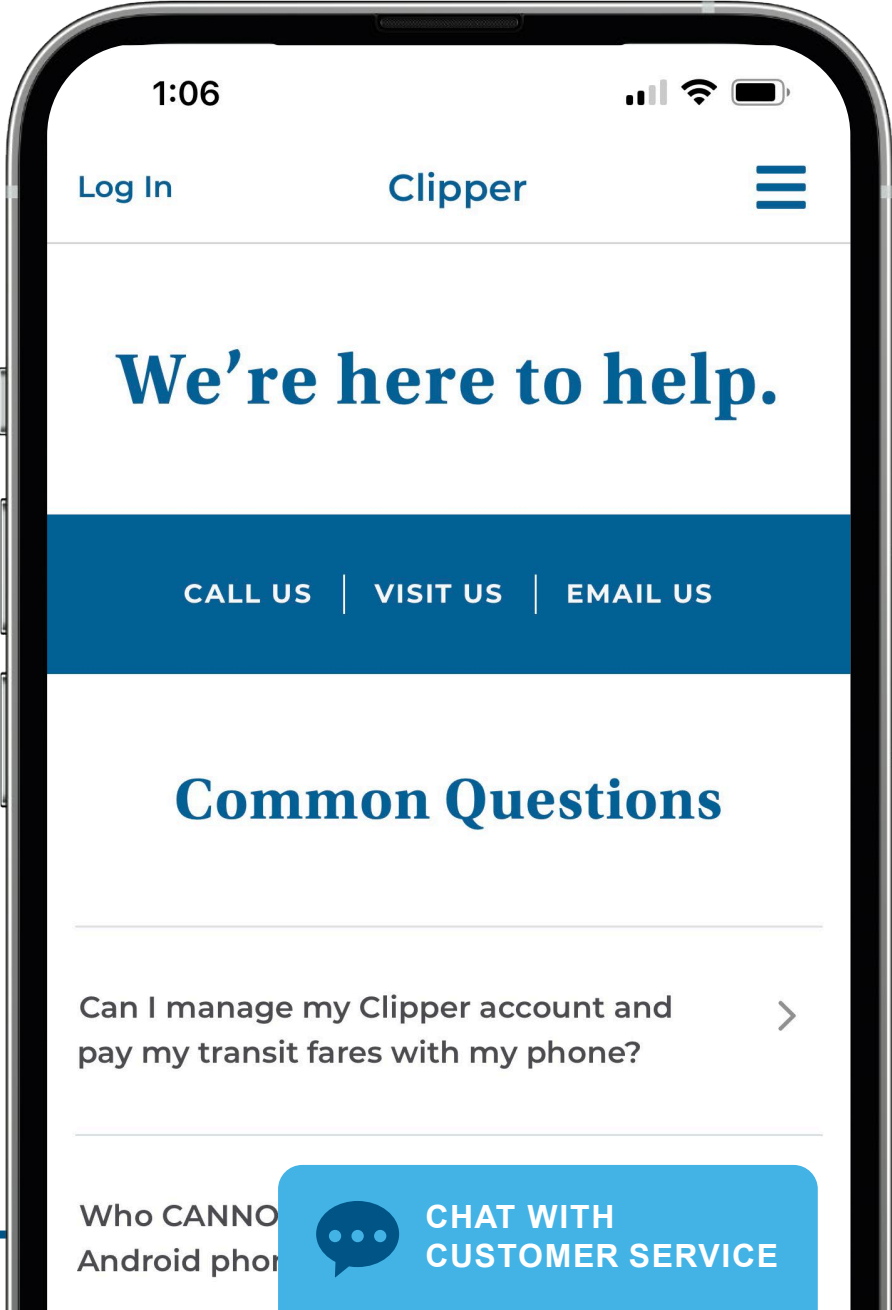
Manage Another Account



Clipper Customer Service, Better Than Ever

Automated Phone Options

Live “Chat”



Discounts, Promotions and More

Targeted Fare Discounts and Promotions

Regional Fare Products

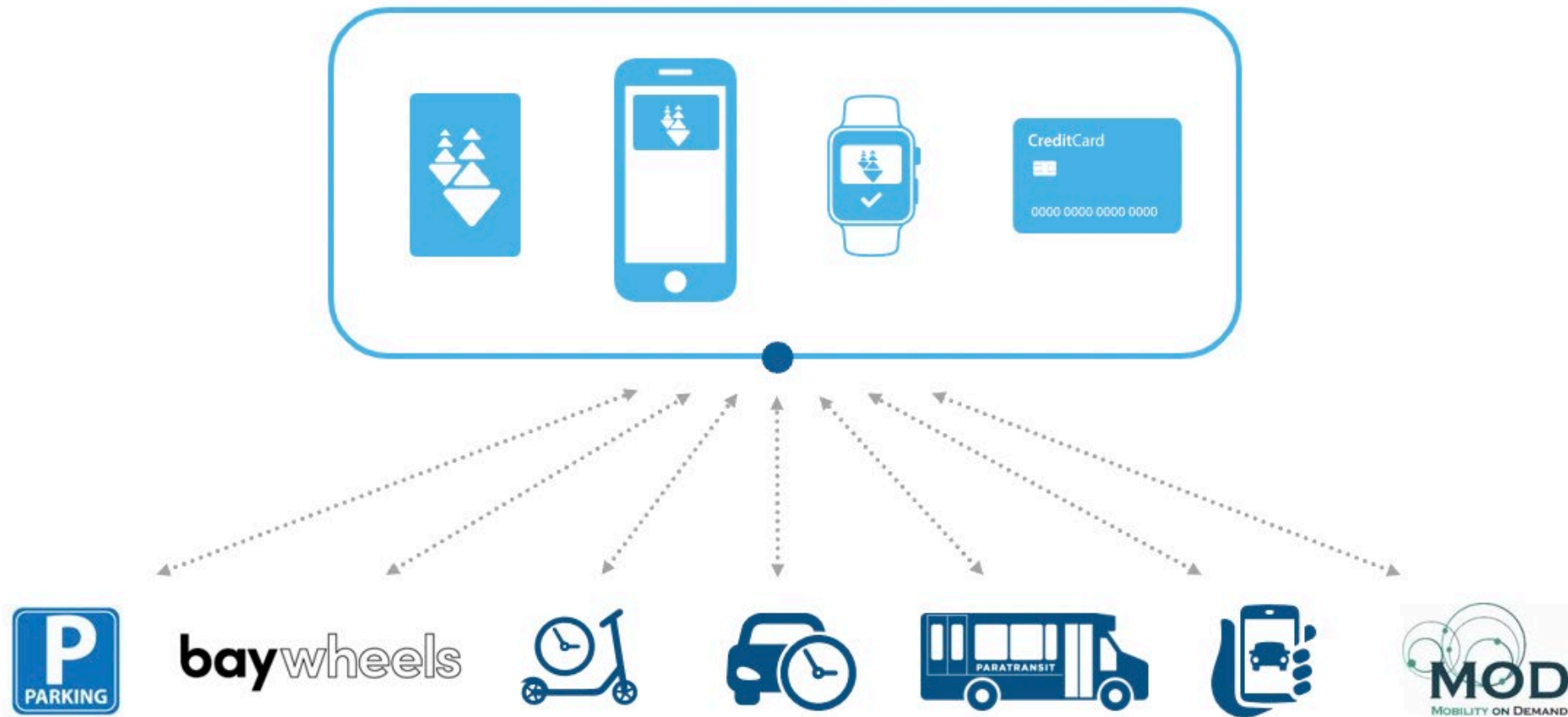
Equity Programs

Group/Visitor/Tourist Travel

The screenshot shows the CLIPPER website home page. At the top, there are navigation links: GET CARD, OR, PAY WITH PHONE, REGISTER CLIPPER, RELOAD CLIPPER, HELP, and LOG IN. The main heading is "We've got you covered around the Bay." Below this, a sub-heading reads: "You can tag Clipper to pay fares on all Bay Area transit agencies and use it to access other services." An illustration of a ferry and a bridge is shown. Below the illustration, a text block says: "We've made it easy with quick guides to every service on Clipper. Find your service:". This is followed by two columns of links to various transit agencies: AC Transit, BART, Caltrain, City Coach, County Connection, Dumbarton Express, FAST, Golden Gate Ferry, Golden Gate Transit, Marin Transit, Muni, Petaluma Transit, SamTrans, San Francisco Bay Ferry, Santa Rosa CityBus, SMART, SolTrans, Sonoma County Transit, Tri Delta Transit, Union City Transit, VINE, VTA, WestCAT, and Wheels. At the bottom, there is a "Plus" section with links for BART Daily Fee Parking (validation only) and Bay Wheels (access only).

The screenshot shows the CLIPPER START website page. At the top, there is a navigation bar with the CLIPPER START logo, language options (Español, 中文(简体), Tagalog), and a Log In button. Below the navigation bar, the main heading is "Save on San Francisco Bay Area transit". A sub-heading reads: "Clipper START is a pilot program to provide single-ride discounts to eligible riders. Participants can receive:". Below this, there is a table with two columns: "50% discount" and "20% discount". The 50% discount column lists: Caltrain, Golden Gate Transit and Ferry, Marin Transit, Muni, SamTrans, San Francisco Bay Ferry, and SMART. The 20% discount column lists: AC Transit, Santa Rosa CityBus, BART, SolTrans, City Coach, Sonoma County Transit, County Connection, Tri Delta Transit, FAST, Union City Transit, Napa VINE, WestCAT, Petaluma Transit, and Wheels. To the right of the table is an image of a diverse group of people. Below the table, there is a section titled "To qualify, you must..." with a circular image of a man. The qualification criteria are: "Be a resident of the San Francisco Bay Area", "Be 18-64 years old", "Not have an RTC Clipper Card for people with disabilities", and "Have a household income of 200% of the federal poverty level or less". Below the criteria is an "Apply Now" button. At the bottom, there is a section titled "How does it work?" with a list of steps: "Apply and provide proof of identity and income", "Get approved", "Receive a personalized Clipper card in the mail to get your discounts", and "Ride!". Below the list is another "Apply Now" button. To the right of the list is an image of a hand holding a Clipper card.

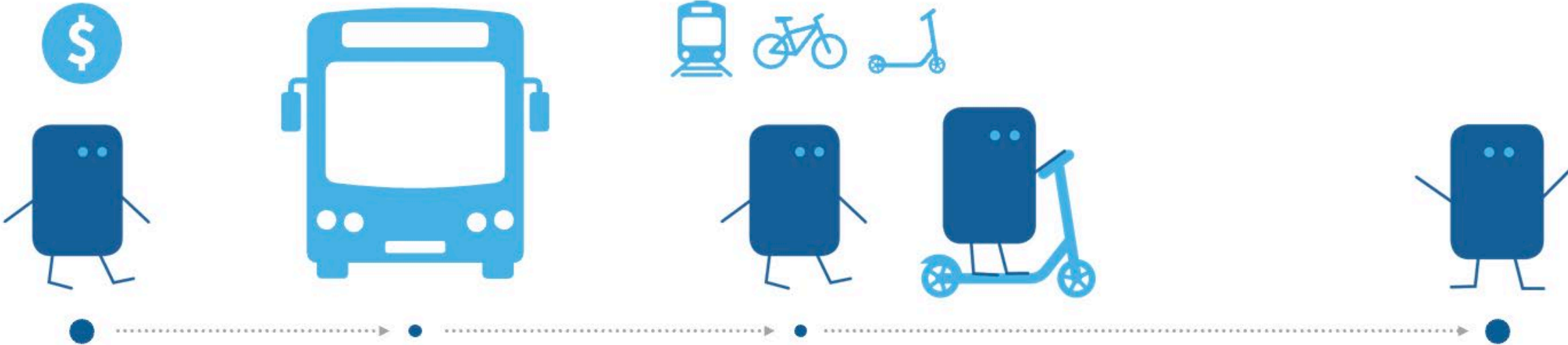
The Way to Access Them All



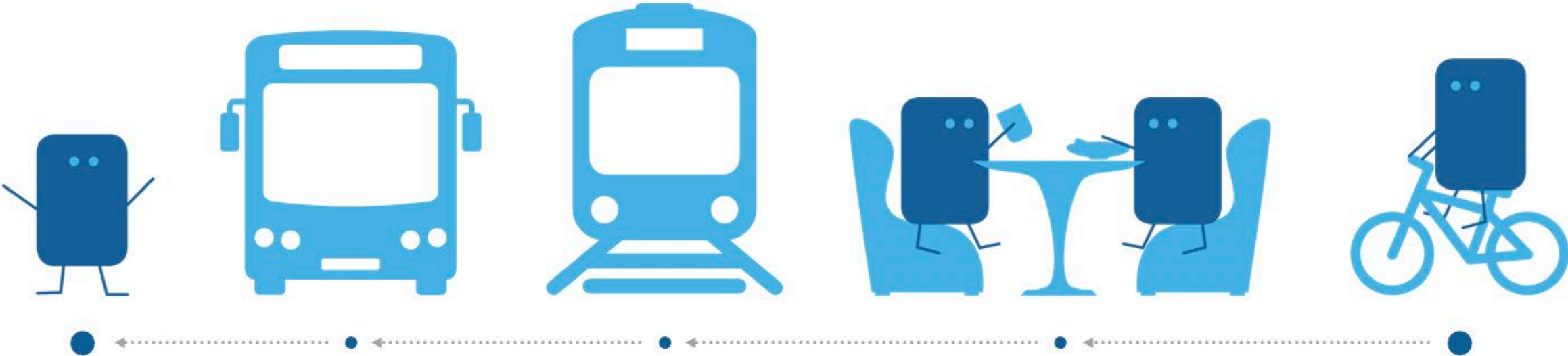
Region Comparison

Region	Account Based	Open Payments	Fare Capping	Proof of Payment
Bay Area <i>(Next Gen Clipper)</i>	●	●	●	●
Los Angeles			○	○
Portland	●	●	●	●
Chicago	○	○		○
New York City	●	●	●	
Washington, D.C.				
Philadelphia				
London	○	○	○	
Munich / Copenhagen / Other European Systems				●

New Day on Clipper: Getting There



New Day on Clipper : Getting Back



with members, thrive
pharmacy, no fare necessary
sa.org/thrive



SolTransit
5008