

Clipper[®] Executive Board

July 27, 2020

Agenda Item 4b

Current Clipper[®] System

Subject: Update on the current Clipper system. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the June 2020 meeting.

Background: **Transactions and Sales**
In April 2020, Clipper processed 1.39 million transactions and settled \$2.8 million in revenue.

As of July 13, 2020, 15 of the 22 operators were still offering fare-free travel due to the COVID-19 emergency.

Clipper Customer Education

The new Clipper website launched on July 9 and has received positive reviews. The new site features an easy-to-use interface, making it more intuitive for people to find what they need. The card and value ordering process is streamlined, and the site is fully accessible as well as responsive for use on mobile phones.

Customer education efforts have focused on the Clipper START program which launched on July 15 with a coordinated campaign of media relations, social media and advertising.

Implementation and Enhancement Projects

MTC continues to coordinate with transit operators on Clipper equipment installation for several implementations, including:

- AC Transit BRT Implementation (CO-205) – Installation of Clipper equipment completed on July 10. Launch of service and 90-day free fare period planned for August 9.
- BART Add Fare Machine (CO-229) – Software application update was deployed on all AFMs by June 18.

Clipper equipment continues to meet contractual performance requirements.

Attachments: **Attachment A:** Clipper Master Schedule



Carol Kuester

