



Agenda Item 3d
Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

TO: Clipper® Executive Board

DATE: September 19, 2016

FR: Carol Kuester

RE: Current Clipper® Program Update

Background

This memorandum is intended to update the Clipper Executive Board on the ongoing work and projects for the current Clipper System. Since July 2009, Clipper has processed over 1.2 billion transactions and has settled over \$2.5 billion in revenue for the region.

Customer Service and Education

Clipper use continues to grow, with over 900,000 unique users generating over 20M transactions each month. Call center demands have not increased despite growth in system use, and about 80% of all value is purchased by Clipper cardholders in a manner that does not involve face-to-face interaction.

For customers who prefer face-to-face interaction, the Clipper In-Person Customer Service Centers (IPCSCs) at AC Transit Headquarters and in San Francisco continue to provide a convenient option for customers. The San Francisco locations consistently sell \$600K to \$700K in Clipper value monthly, and the Embarcadero Station kiosk sells more Clipper value than any other retail location. The IPCSCs also provide replacement cards instantly. MTC is working with Cubic to equip the two VTA CSCs in San Jose to replace cards instantly.

The most recent Clipper customer education campaign targeted low-income and limited English-proficient riders in the AC Transit and SamTrans service areas with a message that “Clipper is for everyone.” Multilingual ads appeared on buses, transit shelters, cable TV, and on digital media, and over 1000 Clipper cards were distributed at 41 outreach events.

In fall 2016, MTC is launching two customer education initiatives, which will focus on SMART’s launch and the introduction of the fare differential on SFMTA.

Institutional programs in development include the Fall 2016 Clipper AC Transit Class Pass/Easy Pass at UC Berkeley and the Fall 2017 Muni/BART pass developed in conjunction with San Francisco State University.

Technical Operations

Cubic is wrapping up a multi-year project to enhance the financial settlement process. Hardware upgrades and process automation have improved settlement reliability. Over 95% of customer orders through the website, Autoload, and employer programs are now automated; and work flow automation for fare refunds, card replacement, expired orders, benefit program refunds, bulk orders, opt out refunds, damaged /balance transfer card replacements, and product refunds have been completed. Additional

updates focused on improved credit card processing and fraud detection are underway. MTC staff are working on a series of related changes to enable the program to access the portion of the \$50M+ in the Clipper float account that can be attributed to inactive cards and undelivered orders. Details on this initiative will be forthcoming.

Implementation and Enhancement Projects

The final two operator implementations (SMART and Union City Transit) are expected to be completed by Fall 2016 and Spring 2017, respectively.

MTC is also supporting the following major expansion projects for existing Clipper operators:

- AC Transit East Bay Bus Rapid Transit Project;
- BART extension stations into Warm Springs, Silicon Valley, and Eastern Contra Costa County;
- Caltrain Audio Tones at station platforms for site-impaired patrons;
- SFMTA Central Subway;
- VTA Bus Devices replacement; and
- Handheld Card Readers replacements at Caltrain, SFMTA, and BART.

Upcoming work includes the implementation of a SMART 31 day pass and the procurement of additional spare devices and installation kits for old and new devices.

Despite its age, the current Clipper system continues to be a valuable regional resource and receives high scores in customer satisfaction.



Carol Kuester

Attachment:

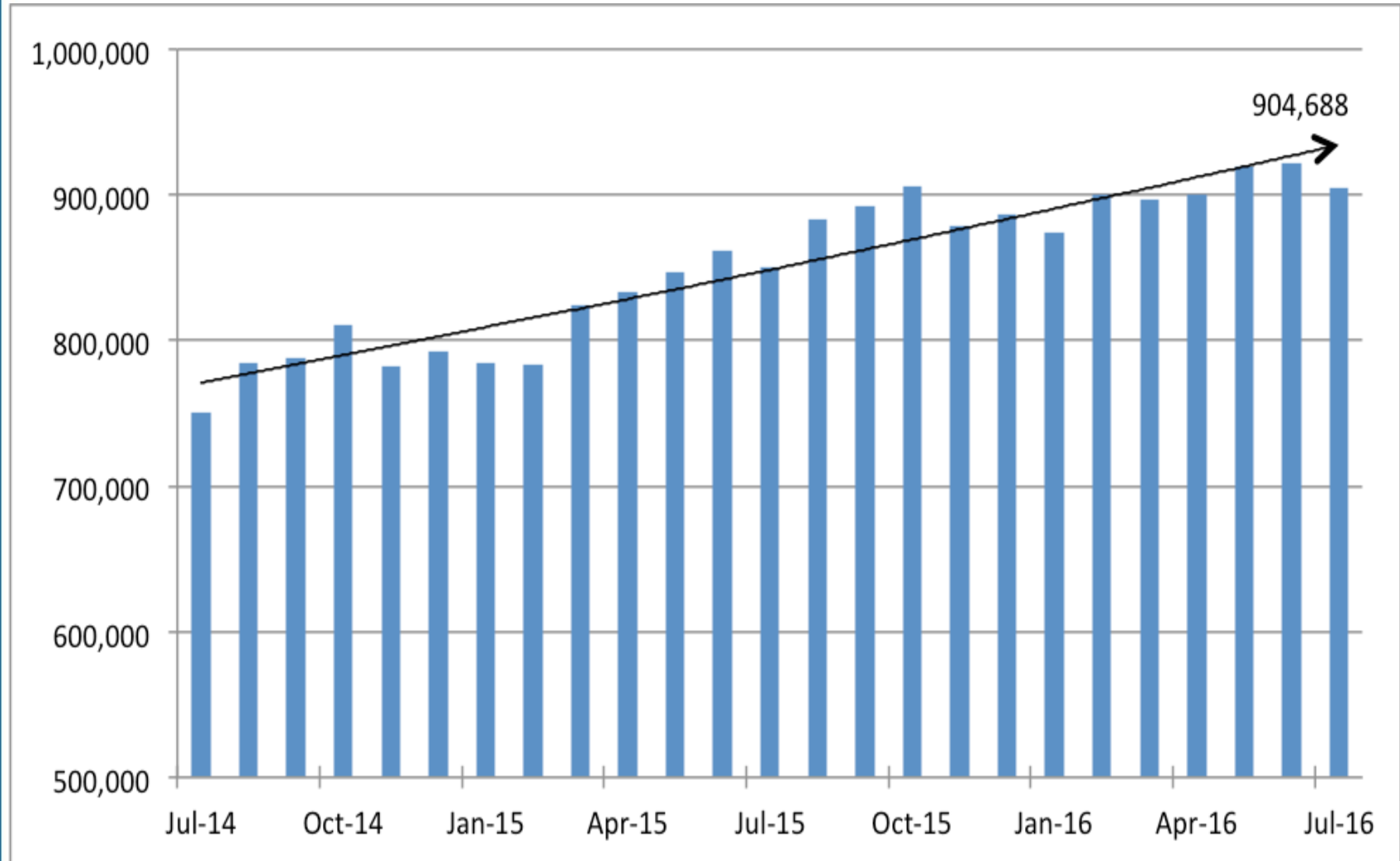
- Attachment A: Current Clipper® Program Update



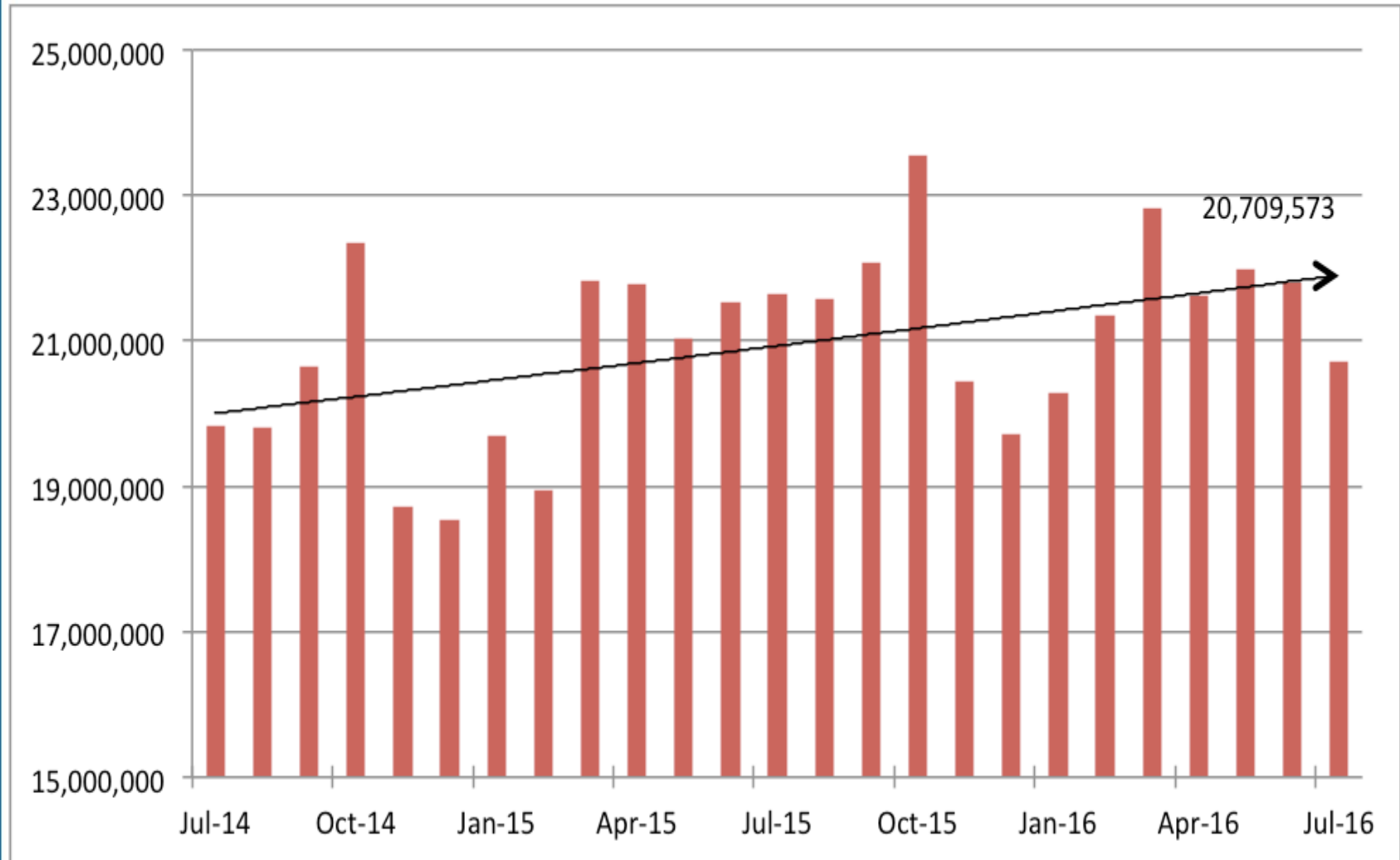
Current Clipper® Program Update

Clipper® Executive Board
September 26, 2016
Agenda Item 3d
Attachment A

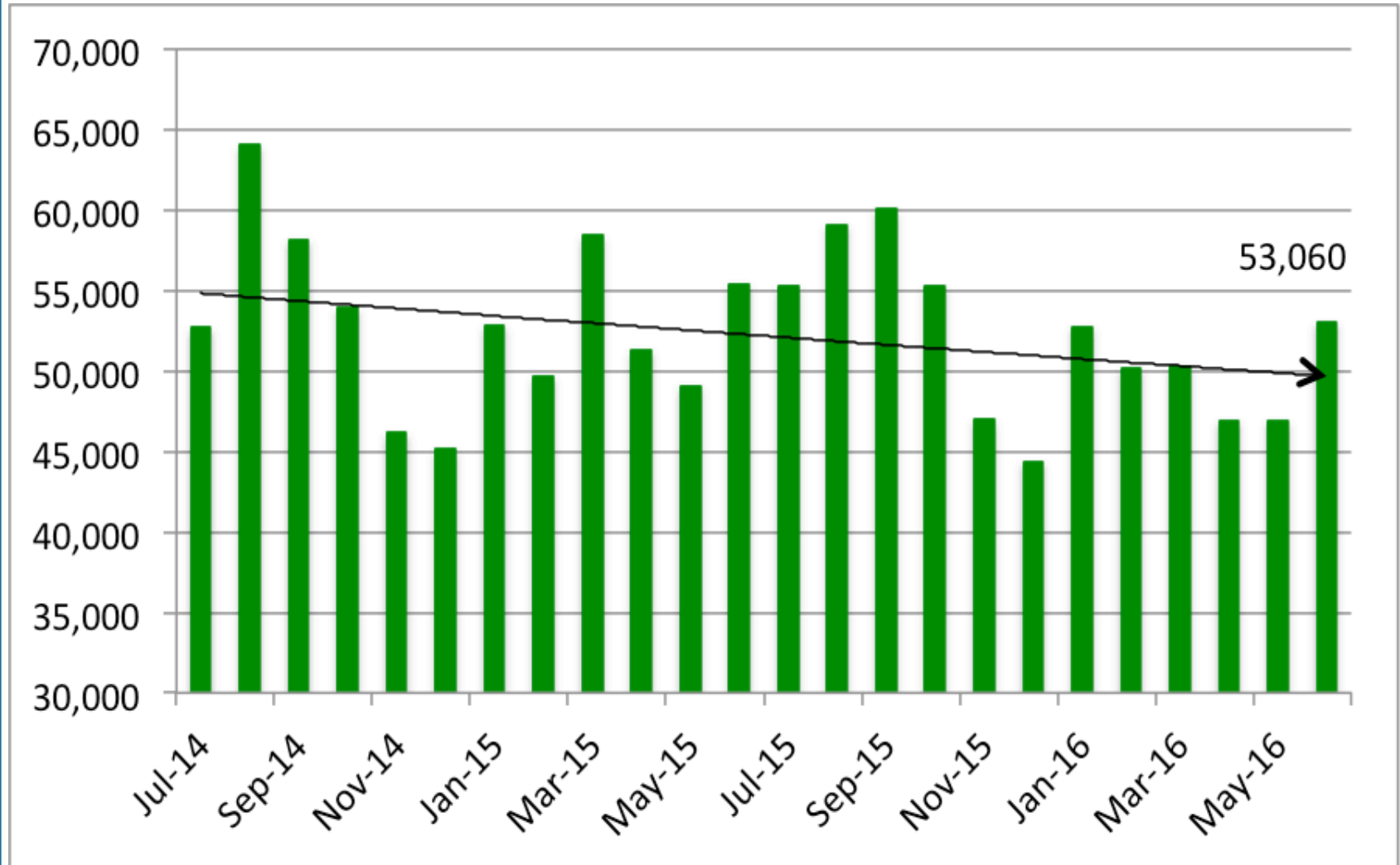
Monthly Unique Clipper Cards Used July 2014-July 2016



Monthly Clipper Transactions July 2014-July 2016

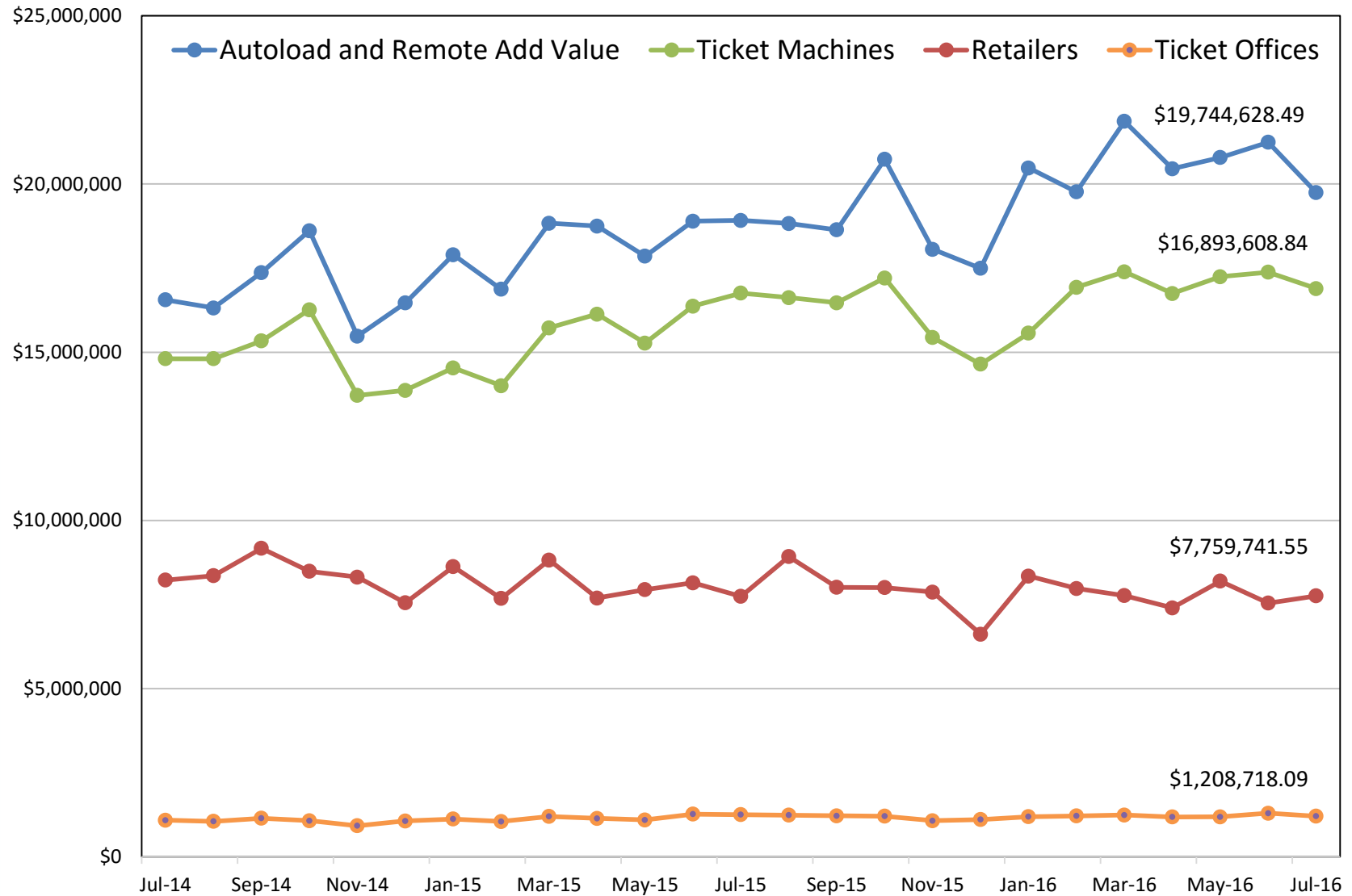


Total Calls Received by Clipper Customer Service Center July 2014-July 2016



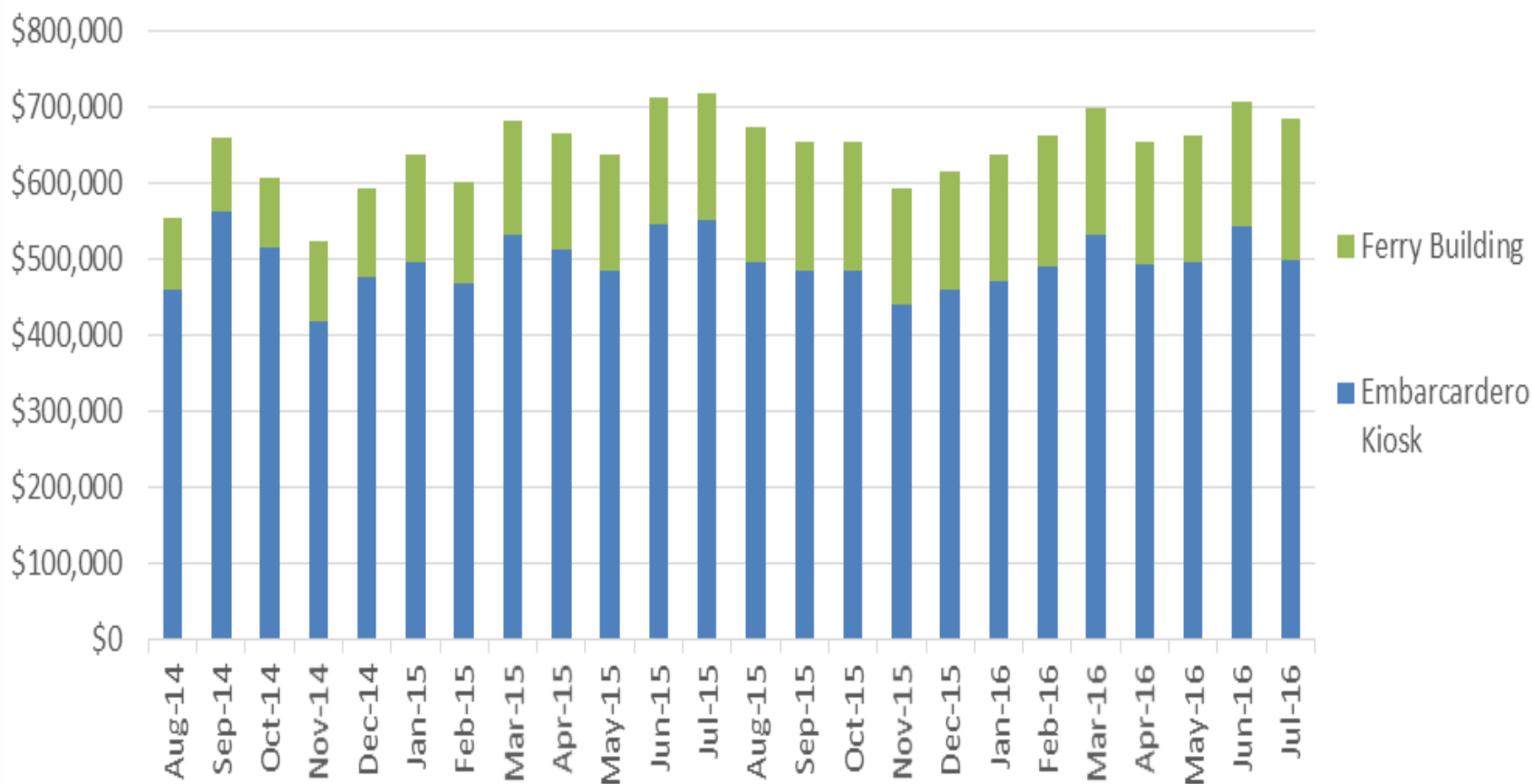
Clipper Sales by Channel

July 2014-July 2016



San Francisco IPCSC Clipper Transactions

July 2014-July 2016



Clipper® Customer Education



Bay Area Clipper
@BayAreaClipper

Follow

Access to "My Clipper" will be unavailable from 10pm–12am this Sat, Feb 18th due to maintenance. All other web services will be available.



Clipper for All Campaign

(Interior car cards)

PAGA COMO NOSOTROS.
VIAJA COMO TÚ.



No importa quién eres o cómo viajas, Clipper es mejor que efectivo. Únete a un millón de usuarios de transporte público con tu tarjeta Clipper – Disponible en tiendas participantes de Whole Foods Markets, Walgreens o en ClipperForAll.com



適用於每個人，
隨處皆通用。



不論你是何人，搭乘何種車，Clipper (路路通) 卡遠勝於使用現金。
現在就加入灣區百萬通車乘客可由加盟店 Walgreens, Whole Foods 商店 或 ClipperForAll.com 購得你的車卡。



MADE FOR EVERYONE.
ACCEPTED EVERYWHERE.

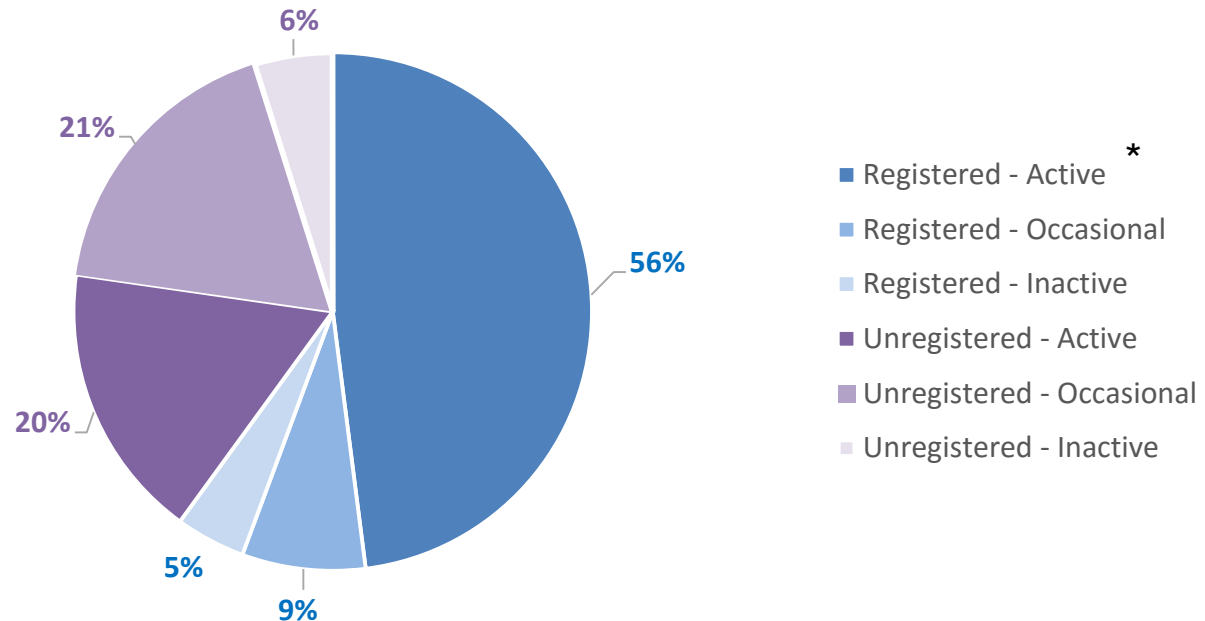


No matter who you are or how you ride, using Clipper is better than using cash. Join a million transit riders by getting your Clipper card at participating Walgreens, Whole Foods Market stores, or ClipperForAll.com



Float Balance by Account

July 2016



- Float account balance is approximately \$50M
- Currently 3M card accounts.
- Average balance of \$17.
- Represent about 2.5 months of value.
- Float has increased at a rate of 30% over the last 3 years.

*
Active accounts have activity with the last year.
Occasional accounts have had activity within 3 years.
Inactive are accounts without activity for 3 years.

Clipper Reader Implementation

New Card Reader on Bus



Card Reader on BART Gate



SMART Train Station

