



Agenda Item 4b
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: April 10, 2017

FR: Carol Kuester

RE: Current Clipper® Program Update

Background

Clipper® staff last updated the Executive Board on the ongoing overall work and projects related to the current Clipper® system at the September 2016 Executive Board meeting. This memorandum is to update the Clipper® Executive Board on the current overall program. The Clipper® system is currently processing 19 to 20 million transactions monthly and is settling over \$43 million in monthly revenue for the region.

Transactions and Sales

Over the last several months, Clipper® transactions have not met the monthly 20 million transaction contractual standard. Transit ridership has been reportedly declining nationwide, and Clipper® ridership and transactions show that decline. While the number of unique cards on the Clipper® system has stayed roughly the same, the number of transactions per card has declined. For example, SFMTA's January 2016 monthly pass sales ("A" and "M" monthly passes combined) totaled nearly 80,000. In January 2017, with an increase in the cost of the SFMTA monthly passes, sales totaled 72,000, a 10% decrease.

Union City Transit Launch

Clipper® was deployed on Union City Transit on April 3, 2017, becoming the 21st agency in the region to accept Clipper® as fare payment. Clipper® staff has supported the Union City Transit launch with updates to the website, outreach and customer service efforts. The launch of SMART this summer will bring the number of transit operators on Clipper® to 22 and will end the planned expansion for Clipper® under the current system.

BART Clipper® Card Dispensing Project

This project is not part of the Clipper® Cubic contract; however, BART has a separate contract with Cubic to retrofit a number of its ticket vending machines (TVMs) manufactured by Cubic to dispense Clipper® cards. This project will modify 140 ticket vending machines throughout the BART system to dispense Clipper® cards instead of the magnetic tickets they issue today. The first of these retrofits will take place this summer with the completion of all conversions scheduled for early 2018. Once fully deployed, each BART station will have at least two TVMs capable of dispensing Clipper® cards.

VTA Bus Device Upgrade and Spare Bus Devices

As of April 1, 2017, 35% of VTA's fleet has been upgraded with new Clipper® driver consoles and card readers. This effort has freed up nearly 100 sets of legacy devices to be refurbished and returned to the regional spare device inventory. These legacy devices are now able to be deployed at other bus operators in the region, including SFMTA and AC Transit. Additionally, the 400 installation and relocation kits that were approved by the Clipper® Executive Board in October 2016 are on target to be delivered in July 2017 to accommodate future operator requests.

Other Implementation and Enhancement Projects

Other noteworthy implementation and enhancement projects for the Clipper® system include:

- Deployment of Clipper® devices to support WETA's new Mare Island service;
- Communication network upgrades at AC Transit, Golden Gate Transit, SFMTA, and VTA;
- Implementation of the SFSU Gator Pass in preparation for deployment this summer;
- Device installation on three pilot light rail vehicles at SFMTA; and
- New Clipper®-only BART faregate entrances at Downtown Berkeley.

The Clipper® system continues to serve transit riders in the region and earns high degrees of customer satisfaction.



Carol Kuester

Attachment:

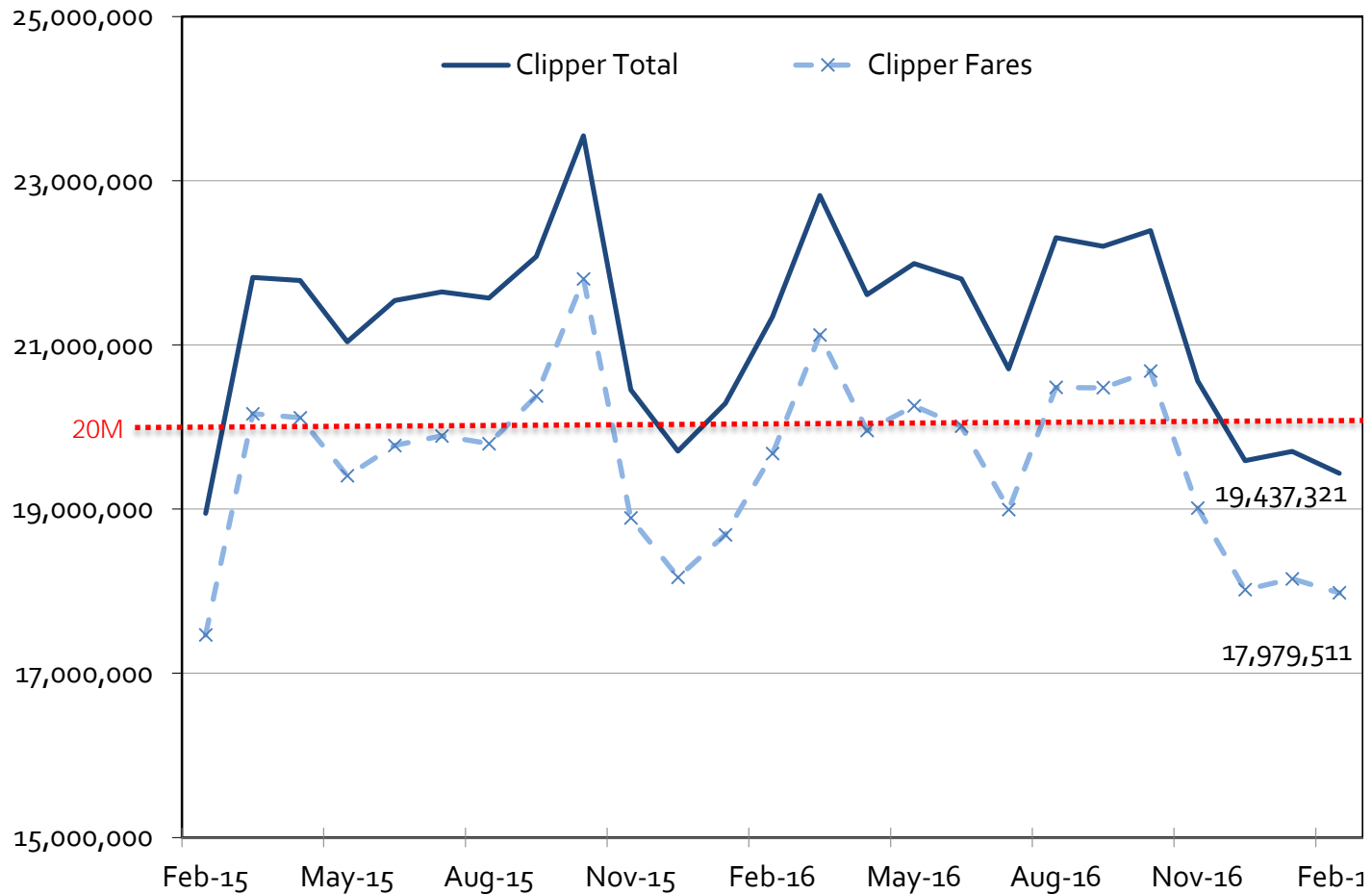
- Attachment A: Current Clipper® Program Update



Current Clipper Program Update

Clipper Executive Board Meeting
April 17, 2017
Attachment A

Clipper Transactions



"Clipper Total" is fare-payment and add-value transactions that count toward a contractual benchmark, which requires that MTC and the operators pay a fee of ~\$100,000 for each month when transactions are below 20 million.

Union City Transit | April 3, 2017



Bay Area Clipper

April 3 at 2:00pm · 🌐

Clipper is now accepted on Union City Transit! Use Clipper when traveling around town or when you are transferring to BART. Tag and go! Learn more: <https://www.clippercard.com/ClipperWeb/unioncity/index.do>



VTA Upgrade and Spares



- 35% complete
- 100 sets of legacy devices being refurbished and returned to regional inventory

Other Projects

