



METROPOLITAN  
TRANSPORTATION  
COMMISSION

**Agenda Item 7**  
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## *Memorandum*

TO: Policy Advisory Council

DATE: September 6, 2017

FR: Lysa Hale, MTC

RE: Update on Next-Generation Clipper® (C2) Public Engagement

### **Background**

Phase 1 of the C2 public engagement effort was completed in 2014-15 and included an online opt-in survey, stakeholder interviews, presentations at advisory group meetings, and opportunities for email and phone comments. It included creation of the [futureofclipper.com](http://futureofclipper.com) website in four languages as the resource for public engagement opportunities for Clipper®. The goal of C2 public engagement activities is to solicit input from a wide variety of audiences regarding what they would like in the next generation of Clipper®.

### **Phase 2 Spring 2017 Activities**

In spring 2017, MTC began a new cycle of C2 public engagement, providing multiple opportunities for members of the public to provide feedback. They included:

- **Public Comment on Draft Request for Proposal (RFP):** MTC released a draft RFP for the vendor that will serve as system integrator, responsible for coordinating all vendors delivering the new system. MTC invited the payments industry to comment on the draft before releasing the final version and opened the comment opportunity to members of the public from February 27 to April 3, 2017. MTC prepared a summary of characteristics of the draft RFP in English, Spanish, Chinese, and Vietnamese. More than 100 people submitted comments; the most commented-on topics addressed fare policy or program features such as real-time add-value transactions, integration with other programs (such as tolls or bikeshare), other fare media (like mobile phones), and contracting procedures. Those related to program features are generally addressed in the RFP.
- **Online Opt-In Survey:** MTC's online survey for customers to provide input on the next generation of Clipper® opened on April 17 and closed on June 1, 2017. MTC received more than 8,735 responses to the online opt-in survey regarding the public's preferences about the future of Clipper®. Following are highlights of the most frequent answers:

### **Awareness and Use of Clipper®**

<b>Awareness</b>	
Very aware	78%
Somewhat aware	11%
<b>Usage</b>	
Use Clipper® frequently	73%
Use Clipper® occasionally	12%

<b>Reasons for not using Clipper®</b> (multiple answers allowed, asked of those who never used or don't use)	
Not sure where or how to get account or card	26%
Do not use transit frequently enough	22%
Cannot afford to prepay fares	13%
<b>Preferred ways to add value</b> (two answers allowed)	
Ticket machine	45%
Online	29%
Autoload	28%
<b>Preferred ways to resolve customer service issues</b>	
Research on company's website	35%
Call to talk to a person	26%
Email customer service	14%

In addition, respondents were asked to choose between pairs of features to determine relative importance:

<b>Option 1</b> Self-serve kiosks where you can get information, purchase cards and add value were more appealing	58%
<b>Option 2</b> Staffed in-person customer service center where you can get the same services plus account assistance	18%
No preference	18%
<b>Option 1</b> A SINGLE Clipper®-only payment method like a Clipper® card or a Clipper® mobile app to pay for MANY transportation services (transit, bikeshare, parking, tolls, etc.)	53%
<b>Option 2</b> A CHOICE of methods – a Clipper® card or mobile app, but also digital wallets and credit cards that you use for other purchases– to pay for ONE OR TWO transportation services	27%
No preference	13%
<b>Option 1</b> Use Clipper® for many transportation services (transit, parking, bikeshare, tolls, etc.)	54%
<b>Option 2</b> Earn rewards by using Clipper®	29%
No preference	10%
<b>Option 1</b> Pay with mobile app with faster boarding	35%
<b>Option 2</b> Pay by with Apple Pay, Google Wallet, or similar digital wallet	24%
No preference	33%
<b>Option 1</b> See how much I am being charged for a transportation service each time I tag	45%
<b>Option 2</b> Have quick access to my current account balance via an app	33%
No preference	15%

## Phase 2 Summer and Fall 2017 Activities

Current and upcoming activities in the C2 public engagement process include stakeholder outreach (see Attachment A for more detail on topics to be explored through stakeholder outreach) and a survey of non-Clipper® customers to better understand who is still paying with other methods and why.

### Attachment:

- Attachment A: C2 Stakeholder Interview/Meeting Topics

## **C2 Stakeholder Interview/Meeting Topics**

- Transit benefits (from employer perspective)
  - What is the current employer experience?
  - What are the biggest pain points for employers?
  - What improvements would they like to see?
  - How important is the ability to customize cards?
  - How does managing transit benefits compare to managing other employer benefits like health savings accounts? What works well and what doesn't work well?
  - How would they like to be able to manage their transit benefit program for their employees?
- Community-based organizations and social service agencies and serving low-income individuals
  - How do their clients use and pay for transit?
  - Do they provide subsidized transit rides/passes? If so, how do they do this?
  - What are challenges with the current available services?
  - Do they need anything special with regard to cards?
  - How do the needs and challenges vary for various clients (e.g., youth, seniors, disabled, low-income, limited English-proficient, etc.)?
  - What would they like to see? How would they like to be able to manage this type of program for their clients?
  - Do they manage other programs for their clients online? If so, how well do those programs work? What works well and what doesn't work well?
- Accessibility issues
  - How do clients of accessibility service and advocacy organizations use transit?
  - How do their clients pay for transit?
  - What are the primary challenges their clients face with transit fare payment?
  - How do these challenges vary by type of disability?
  - Do they provide subsidized transit value/passes? If so, how do they do this?
  - What would they like to see?
  - How would they like to be able to manage this type of program for their clients?
  - Do they manage other programs for their clients online? If so, how well do those programs work? What works well and what doesn't work well?
  - Are there certain improvements to Clipper® that would benefit most customers with disabilities?
  - How could the RTC and Clipper® programs work better together, especially in consideration of privacy issues?
  - What issues do customers currently have paying for paratransit?
  - What are pitfalls that Clipper® needs to be sure to avoid?