Agenda Item 4b

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TO: Clipper® Executive Board   DATE: December 11, 2017

FR: Carol Kuester

RE: <u>Next-Generation Clipper® (C2) Public Engagement</u>

This memorandum is to update the Clipper® Executive Board on the results of C2 public engagement activities undertaken in 2017 to date. In spring 2017, MTC began a new cycle of C2 public engagement, providing multiple opportunities for members of the public to provide feedback. Activities for C2 engagement continued throughout summer 2017 and 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.

- 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 8,735 responses to the online opt-in survey regarding the public's preferences about the future of Clipper. In addition, nearly 1,800 respondents provided more than 2,200 open-ended comments on the survey.

- Email, Social Media and Voicemail Feedback: MTC also provided opportunities for people to send comments via email, social media and voicemail. MTC received fewer than 100 total comments through these channels.

- Public Meetings: MTC staff attended several accessibility advisory committee meetings to seek feedback and also provided information to MTC's Policy Advisory Council.

- Stakeholder Interviews: MTC also conducted interviews with representatives of organizations serving low-income individuals and people with disabilities, as well as employers who provide transit benefit programs.

Highlights of the findings are included in Attachment A and summarized in Attachment B.

Carol Kuester

Carol Kuester

Attachments:
- Attachment A: C2 Public Engagement Phase 2 Findings
- Attachment B: C2 Public Engagement Phase 2 Update Presentation

C2 Public Engagement Phase 2 Findings

Following are conclusions drawn as a result of the feedback received in Phase 2 of the C2 Public Engagement efforts:

Finding 1:
Transit riders want to use Clipper for more than fixed-route transit fares. Riders would like to use Clipper to pay for parking, bike share, tolls, taxis and other rideshare services.

Finding 2:
Transit riders want to be able to add value on the go and use it immediately. A lot of people prefer using a smart phone or digital wallet.

Finding 3:
Transit riders like finding their own answers more than contacting customer service. Riders would like the Clipper website to address most customer service questions, and they would like easy access to account statements, service alerts and other important information.

Finding 4:
Transit riders are diverse, and they want to pay for transit in different ways. The next generation of Clipper will harness changes in technology to be more flexible and able to adapt to transit riders' needs.

Finding 5:
Transit riders want riding multiple transit services to be easier and more affordable, and they made a variety of suggestions for regional fare policies. While Clipper does not set policy, the next generation system will be versatile enough to accommodate any policies set by the region's transit operators.

Public Engagement Phase 2 Update

Clipper® Executive Board
December 18, 2017

Many Uses for Clipper

Transit riders want to use Clipper for more than fixed-route transit fares.

Riders would like to use Clipper to pay for parking, bike share, tolls, taxis and other rideshare services.

Many Uses for Clipper

| When given a choice…	
Use Clipper for **many** transportation services (transit, parking, bikeshare, tolls, etc.)	54%
Earn **rewards** by using Clipper	29%
No preference	10%
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%
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	10%

"All transportation services (transit, tolls, rideshare, bikeshare, car share) should be paid for through one single card/app. It will remove many barriers for people to get out of their cars and on to transit."

"Please enable Clipper to pay for parking at all transportation services."

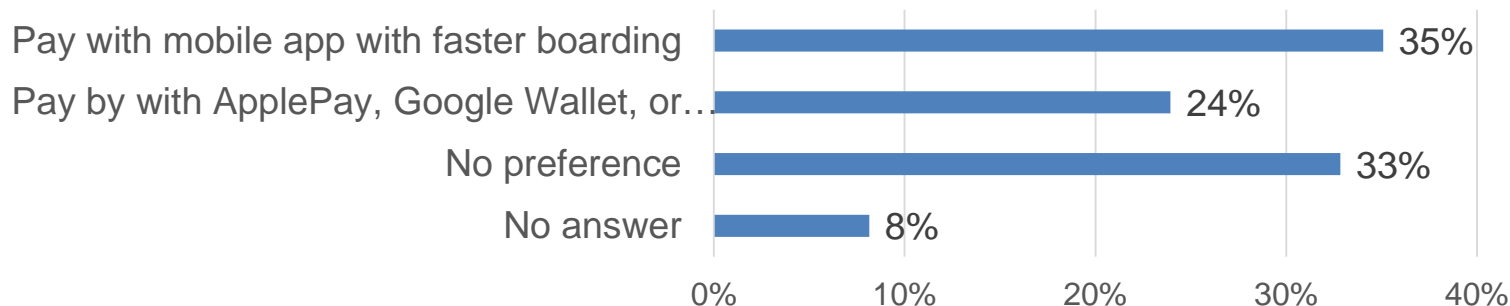**"I really like the idea of paying for tolls with Clipper."**

Real-Time and Payment Choices

Transit riders want to be able to add value on the go and use it immediately.
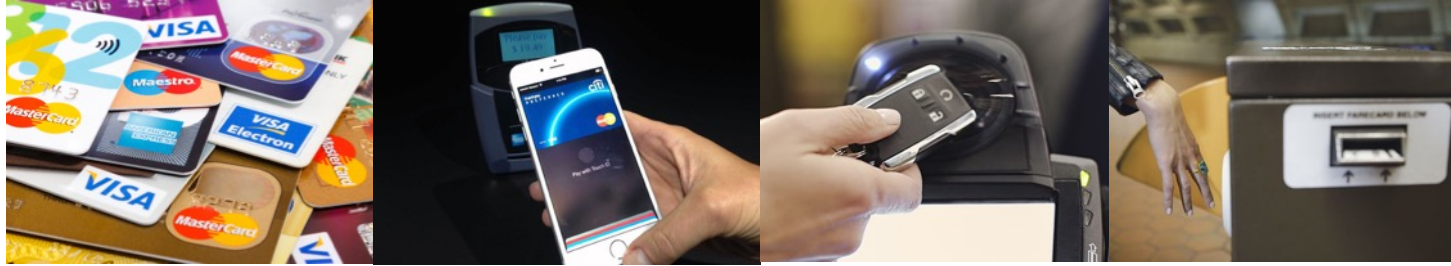
A lot of people prefer using a smart phone or digital wallet.

Real-Time and Payment Choices

Pay with mobile app with faster boarding	35%
Pay by with ApplePay, Google Wallet, or…	24%
No preference	33%
No answer	8%

0%   10%   20%   30%   40%

#1 topic in open-ended comments on survey!

"Payments should NOT take multiple days to be added to Clipper balance - should happen instantly."

"Whether via Apple Pay/Google Wallet or a dedicated app, I would love to be able to replace my physical clipper card with my smartphone"

"…fixing an expired credit card shouldn't be a 2 week process"

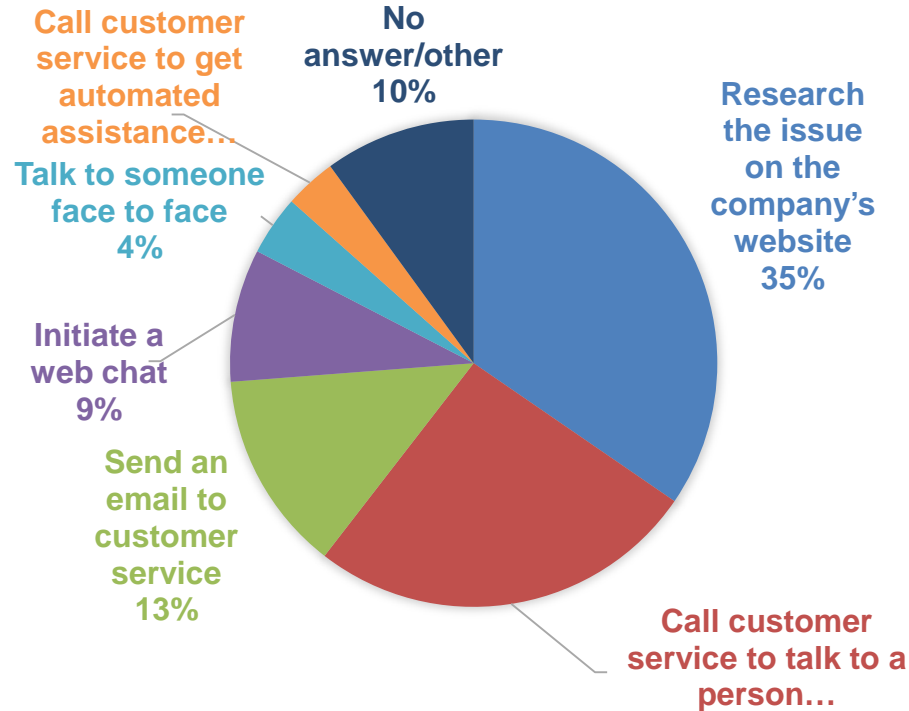**"Please please an app! That would be great :) "**

Information is Key

Transit riders like finding their own answers more than contacting customer service.

Riders would like the Clipper website to address most customer service questions, plus easy access to account statements, service alerts and other important information.

Information is Key

Pie chart:
- Research the issue on the company's website — 35%
- Call customer service to talk to a person... — (red segment)
- Send an email to customer service — 13%
- Initiate a web chat — 9%
- Talk to someone face to face — 4%
- Call customer service to get automated assistance... — (orange segment)
- No answer/other — 10%

I like the idea of getting alerts via text. It would be really nice if you could receive alerts for certain routes, i.e. Golden Gate Transit Route 101, that you frequently use or have the ability to update your preferences for other routes on multiple agencies.

Have a simple website I can login to and see the ticket /purchase history..

I wish the website was mobile-friendly and the UX was overall better.

Ready for Whatever the Future Brings

Transit riders are diverse, and they want to pay for transit in different ways.

The next generation of Clipper will harness changes in technology to be more flexible and able to adapt to transit riders' needs.

Ready for Whatever the Future Brings

Some disabled riders have difficulty waving cards.

Based on a survey conducted by one accessibility organization in 2016, only 38% of their clients had cell phones and under 40% had internet.

Agencies serving low-income individuals said their clients also have language barriers, often don't have bank accounts and sometimes do not have Internet access – though many have cell phones.

Clipper needs a way for organizations to add value to clients' cards – this is a significant problem, and organizations sometimes buy multiple cards for clients.

People who are blind find apps easier to use…

A Fare Policy for Everyone

Transit riders want riding multiple transit services to be easier and more affordable. They made a variety of suggestions for regional fare policies.

The next-generation system will be versatile enough to accommodate any policies set by the region's transit operators.

A Fare Policy for Everyone

Social service providers would like an integrated pass for multiple agencies.

One accessibility organization said 35 to 40 percent of their clients are low income, so a consistent regional policy would make it easier for clients to ride transit.

127 people asked for some form of regional fare policy in their comments.
A sampling of suggestions included:

- In theory, Clipper should allow us to implement cross-agency discounts more easily.
- MTC should make an actual effort to unify the fare structure across all transit providers!
- Affordable and reasonable prices will most likely draw in more customers.
- A monthly cap would reduce the amount of prediction I need to use when buying transit passes.
- …break up the Bay Area into fare zones, then charge fares based on which zone and the number of zones used