



Agenda Item 4c
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TO: Clipper® Executive Board

DATE: December 11, 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 April 2017 Executive Board meeting. This memorandum is to update the Clipper Executive Board on the current overall program. The Clipper system is currently processing 20 to 22 million transactions monthly and is settling nearly \$50 million in monthly revenue.

Transactions and Sales

Clipper transaction volumes recovered from normal seasonal lows expected every summer, and fee-based transactions in October topped 22 million. The program recently reached two milestones, exceeding 1 million unique cards and 2 million active card accounts for the first time in August. Still, average weekday ridership in October was down 6.3 percent from October 2016.

SFMTA Download Issue Mitigation

In April, MTC received reports of file download issues with bus operators using legacy devices. SFMTA also reported a decrease in successful file downloads following the launch of a new institutional pass for San Francisco State in September. Cubic took several actions in October and November to mitigate these issues for SFMTA, including reordering of file delivery and reducing file sizes. Cubic Transportation Systems will analyze the effect of these efforts on file downloads and reassess the proposed solutions as necessary in December. Once Cubic has proven the effectiveness of the solutions with SFMTA, they can deploy the same tactics across all operators using legacy devices.

Back-Office Improvements Project

MTC has been working with Cubic to implement a series of back-office system improvements designed to ensure the current Clipper program has a maintainable and operationally reliable back-office payment system. A side benefit of these improvements is that we have been or will be able to implement features not previously possible in the system prior to the project. Some of the highlights of new features include a more “real-time” view of customer accounts; automatic handling of refunds, credits and other order-related issues; improved reconciliation of cash order fulfillment; automated customer service work flows; and improved credit risk management.

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 Richmond service as well as dockside improvements to WETA's San Francisco terminal;
- Single-point log on for AC Transit vehicles, an enhancement that could be expanded to other operators; and
- Retrofitting of VTA ticket machines to vend Clipper cards.

Outreach and Customer Education

Starting January 1, BART is implementing a surcharge on all trips taken with a paper ticket (50¢ for adults, 25¢ for youth and 19¢ for seniors/disabled). The Clipper program is partnering with BART to support their Title VI mitigation efforts. Clipper ambassadors will distribute free cards through 34 outreach events at community-based organizations and BART stations between December and March.

The Clipper system continues to serve transit riders in the region well and earns high ratings from customers. Just-received topline results of a customer survey revealed that 97 percent of Clipper customers are satisfied with the program, including 75 percent who say they are very satisfied. We will be analyzing the results of the survey in coming months and will present more in a future update.



Carol Kuester

Attachment:

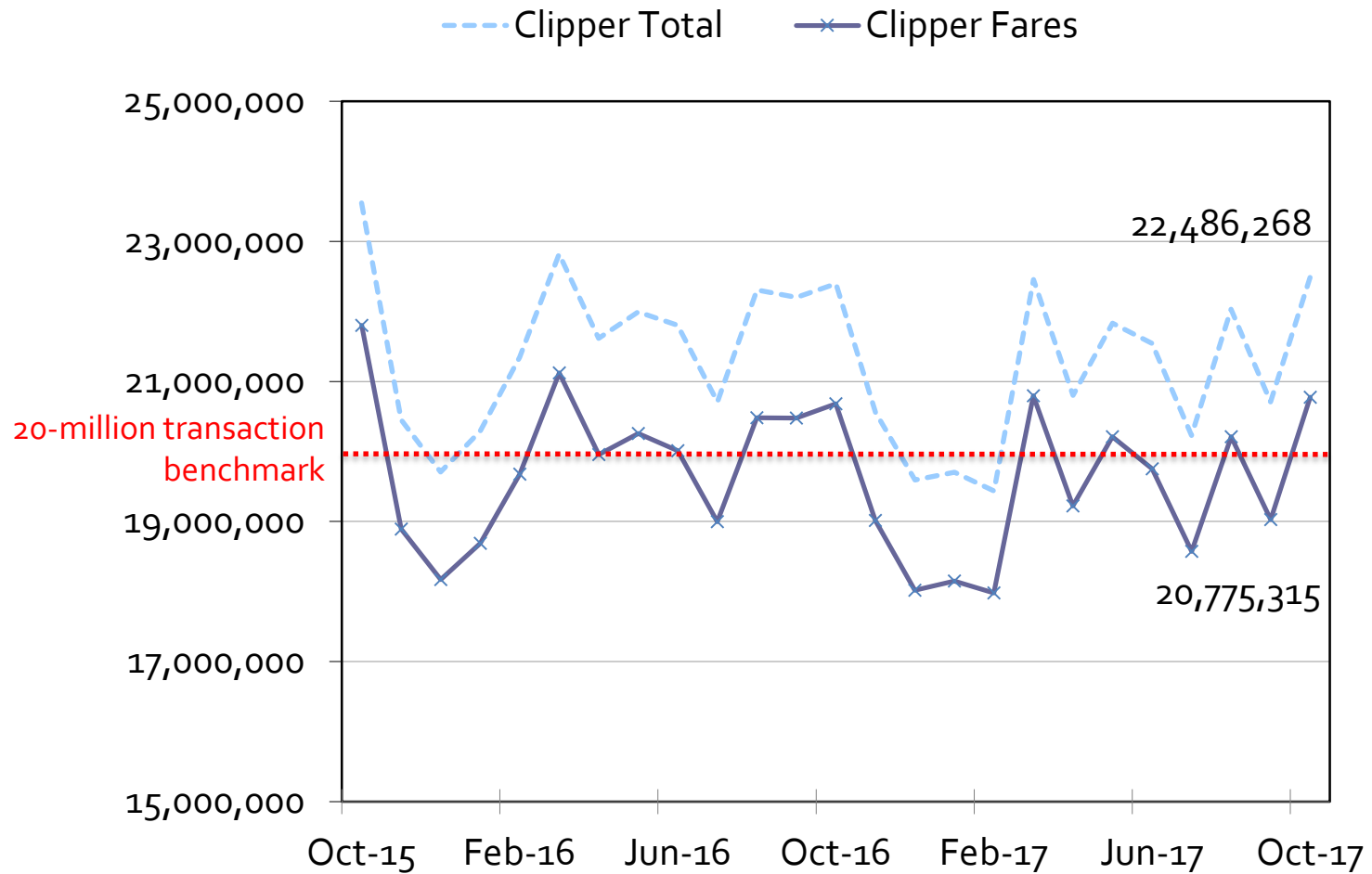
- Attachment A: Current Clipper® Program Update



Current Clipper Program Update

Clipper Executive Board Meeting
December 18, 2017
Agenda Item 4c | Attachment A

Clipper Transactions



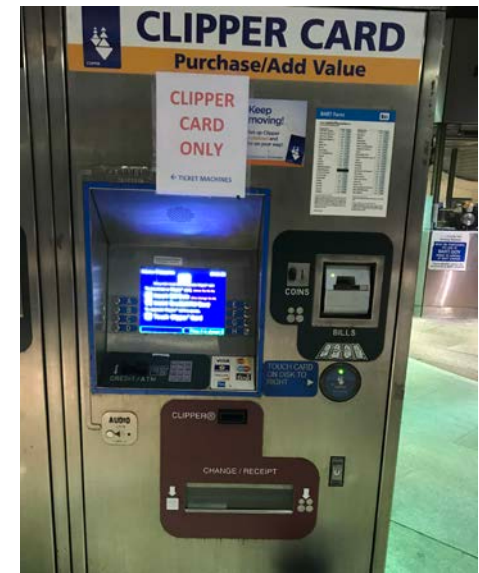
"Clipper Total" is fare-payment and add-value transactions that count toward a contractual benchmark, which requires that MTC and the operators pay a fee of ~\$100,000 for each month when transactions are below 20 million.

SFMTA Download Issue Mitigation



- Download issues with legacy bus operators
- Impacts on settlement and ridership reporting, as well as order delivery
- In November, Cubic deployed 3 of 5 proposed actions from their mitigation plan
- Preliminary observations indicate positive impact
- Full analysis by early 2018

Expansion/Enhancement Projects



Back-Office System Improvements

Goals

- Maintainable, reliable back office payment system
- Facilitate new features not previously possible

Highlights of New Features

- More “real time” view to customer accounts
- Automatic handling of certain order related issues (like refunds, credits)
- Improved cash order-fulfillment reconciliation
- Automation of customer service work flows
- Improved credit risk management

Outreach and Customer Education Efforts

- BART fare policy change campaign
- Website improvements, including opt-in
- 97% of Clipper customers express satisfaction

Save on every BART trip with Clipper!

Adult Clipper cards available at a Clipper card machine in this station

Senior and youth discount cards available—clippercard.com/discounts

Ahorré dinero con la tarjeta Clipper—obtenga una tarjeta en la máquina expendedora de tarjetas BART.

用Clipper卡節省資金—在BART卡自動售貨機上取卡

clippercard.com | 877.878.8883



Save on every BART trip with Clipper!



Starting January 1, BART will add a surcharge (50¢ for adults, 25¢ for youth, and 19¢ for seniors and disabled riders) for each trip taken with a paper ticket.

Start using Clipper on BART and save money!

Get started

By adding value to your card at:

- Any BART ticket machine
- Walgreens, Whole Foods and other retailers
- Participating transit agency ticket offices
- clippercard.com
- Clipper Customer Service at 877.878.8883

Visit clippercard.com for sales locations.

To use your card on BART

1. Locate the Clipper card reader on top of the BART fare gate or on the side of the accessible fare gate.
2. Hold your card flat against the Clipper logo on the reader.
3. The reader will display "OK," and the gate will open.
4. At the end of your trip, hold your card on the card reader again to tag off.
5. The reader will calculate your correct fare and display your remaining balance.

Register your card

When you register your card, Clipper can replace your card and balance for a small fee. Registration is optional, but it's free and easy—just visit clippercard.com.



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