



Agenda Item 4a

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TO: Clipper® Executive Board

DATE: May 29, 2018

FR: Carol Kuester

RE: Mobility as a Service (MaaS) and Clipper Partnership with Mobility Services

In the Clipper MOU, MTC and the transit operators identified the following program goal with respect to customer experience:

- Electronic fare payment is the primary payment method for all transportation fares and fees
 - Mobile fare payment is integrated into and branded as Clipper,
 - Parking at transit stations is paid with Clipper,
 - Bikeshare at transit stations can be paid with Clipper,
 - Paratransit trips can be paid with Clipper.

The above capabilities are part of the C2 system requirements; we expect these capabilities to be available under C2. In addition, a number of official and unofficial Clipper partnerships exist today (see Attachment A).

Providing a means to access and pay for mobility services is a central feature of Mobility as a Service strategies that are the subject of increasing attention. Mobility as a Service, most commonly referred to as MaaS, is still evolving, but is generally defined as a shift away from personally-owned modes of transportation towards mobility solutions that are consumed by customers as a service. In the Bay Area, private mobility options are steadily increasing. Residents and visitors have more mobility options than ever before. Some private mobility services help further regional goals, such as reducing vehicle miles traveled (VMT) or providing first- and last-mile connections. Additional information about MaaS is provided in Attachment B.

By forging Clipper partnerships with private mobility companies, MTC and the transit operators have opportunities to:

- 1) Provide riders with a more seamless customer experience and meet expectations that they can access/pay for transit-adjacent services with Clipper;
- 2) Accomplish established Clipper program goals;
- 3) Reward good public policy that helps meet Plan Bay Area mobility goals; and
- 4) Indirectly help jurisdictions sort through mobility providers.

Other transportation agencies are inquiring about whether and how Clipper might function as part of a MaaS platform. MTC's Planning Section through the *Horizon* initiative will be working

over the next year to develop policy recommendations to address key regional issues, including the future of mobility and travel demand management.

We welcome your initial feedback about Clipper's role in coordinating with other mobility services. In the coming months, MTC and transit operator staff will work to make recommendations about potential roles Clipper could play in supporting MaaS, or in advancing partnerships with mobility providers, and whether investment in C1 improvements to do so is warranted.



Carol Kuester

Attachments:

- Attachment A: Official and Unofficial Clipper Partnerships
- Attachment B: Mobility as a Service Definition

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Attachment A Official and Unofficial Clipper Partnerships

Official partnership: Ford GoBike

MTC has a 10-year contract with Motivate and the Cities of Berkeley, Emeryville, Oakland, San Jose and the City and County of San Francisco, for the 7,000-bike regional bike share system called Ford GoBike. One of the functional specifications listed in the contract is to "Allow Annual Members to use Clipper Card to access Bicycles in lieu of key fob." This specification was intended to foster a bike share system that works as seamlessly as possible with transit. In addition to using Clipper as a membership identifier, Motivate is also in the process of becoming a Clipper card issuer. On June 28, 2017, when Ford GoBike launched, members were able to unlock a bicycle with a Clipper card. To date, 53% of active members, or 6,678 people, use their Clipper card as their membership identifier.

Partnerships with New Bike Share Systems

The inclusion of the Clipper-as-an-identifier specification in the Motivate contract, and the positive response from the public on its implementation, has led to plans to include Clipper as a membership identifier in three new MTC-funded bike share programs. The City of Richmond, the City of Fremont, and the Transportation Authority of Marin and Sonoma County Transportation Authority will be releasing bike share RFPs/RFIs this summer and are including use of Clipper card as a membership identifier in their specifications. Since these bike share programs were funded in part due to their first/last mile complement to the new transit investments in their jurisdictions (Richmond Ferry Terminal, Warm Springs BART and the SMART Train), the use of Clipper as a membership identifier will be a strong pairing.

Unofficial uses: JUMP Bikes, BikeLink eLockers, BikeHub parking, etc.

Social Bicycles, which has rebranded to JUMP and has recently been acquired by Uber, uses Clipper as a membership identifier. Social Bicycles started using the RFC Clipper technology in Bishop Ranch and also uses it on their 250 JUMP ebikes in San Francisco without a formal partnership with Clipper or contract with MTC.

BikeHub is using Clipper as an identifier for bike parking within the San Francisco BART stations. BikeHub informed MTC of this experiment but did not request permission or ask for a formal agreement.

BikeLink, the manufacturer of the eLock bike lockers joined BART to pilot how to use Clipper cards to unlock bike lockers at three BART stations in the East Bay. At the conclusion of the current pilot, SMART plans to adopt the Clipper functionality for all of its bike lockers throughout the SMART system in 2018.

These unofficial Clipper uses indicate demand from private mobility services to use the Clipper card as a payment identifier, providing a MaaS-lite experience without providing an app. One of the downsides for the region of not creating a formal agreement with these entities is that we lose the data which can inform our travel planning as well as the opportunity to have leverage over

the investments of these agencies or municipalities.

In addition to Ford GoBike, JUMP Bikes, BikeHub, and BikeLink, the following companies have approached the Clipper team about pursuing integration with their services or have started experimenting on their own with Clipper cards: Scoot, Tideline, Bird, Gig CarShare, Chariot, CommuterClub, and the Bay Area Air Quality Management District's Clean Vehicle Replacement Program.

Attachment B Mobility as a Service Definition

The standard service components involved in a MaaS program include the provision of route planning or real-time travel information, payment mechanisms, service bundles (fare products or subscriptions which package multiple modes), and provider and user incentives. MaaS researchers from Chalmers University created a topology for MaaS initiatives that identify levels of integration ranging from single distinct services to full-fledged mobility accounts that distribute incentives to users according to social policy:

- Level 0: No Integration -- Single separate services (E.g., Chariot, Caltrain mobile app)
- Level 1: Integration of information -- Multimodal travel planner, price info (E.g., Google Maps, Moovit)
- Level 2: Integration of booking and payment (E.g., Deutsche Bahn Navigator app)
- Level 3: Integration of the service offer -- Bundling/Subscription (E.g., UbiGo, Whim)
- Level 4: Integration of societal goals -- Policies, incentives (E.g., CCCTA pilot with Driver Miles)

In areas that have a sufficient variety of transportation services, companies are emerging that provide all levels of MaaS products. At its highest level, the MaaS concept is that these entities would integrate the various forms of transport services into a single mobility service accessible on demand.