

Caltrain Mobile

Award Date: January 2017

Launch Date: February 2018 (delayed implementation due to amendment and also configuration changes – immediate activation)

Contractor: moovel North America, LLC (same contractor as VTA and Muni)

April ticket sales: 15,752 (One-way, Day Pass, Zone Upgrade), 72.7% increase compared to March

Audience: occasional riders

Current features:

- Mobile ticketing
- In-app links to Caltrain station web page, Muni and VTA mobile ticket apps (if the phone has the app, it opens the app; otherwise, links to the store.

Future features:

- Trip-planning and real-time train arrival/departure – target roll out at the end of 2018
- Apple/Android Pay – fall 2018
- Daily Parking – TBD – currently reviewing requirements

List of current fare products:

1. Adult One-way
2. Adult Day Pass
3. Adult Zone Upgrade
4. Eligible Discount One-way
5. Eligible Discount Day Pass
6. Eligible Discount Zone Upgrade

Event-based fare pre-sales (Bay to Breakers - 5/20/18):

- a. Adult Bay to Breakers Day Pass
- b. Eligible Discount Bay to Breakers Day Pass

SamTrans Mobile

Award date: April 2018

Launch date: September 1, 2018

Contractor: Bytemark and sub-contractors: HanCon (trip-planning/real-time) and Transight (project management side). Bytemark provides services to King County Metro in Seattle, WA; Capital Metropolitan Transportation Authority in Austin, TX

Current features:

- Trip-planning
- Real-time information/bus location
- Mobile ticketing

Future features:

- Integration of fare validation with the existing GFI fare box
- Expanded ticketing options to add other connecting transit modes (e.g., Caltrain, BART, SFMTA, VTA, Caltrain, TNCs) – I am working on the letter to MTC requesting the addition of the Caltrain and other agencies products on SamTrans app and also allowing Caltrain to sell other agencies products.
- Enhanced real-time incident response communication.
- Daily Parking/Colma Park-and-Ride

List of fare products at launch:

1. Adult Local Ride
2. Youth Local Ride
3. Eligible Discount Local Ride
4. Adult Out of SF
5. Youth Out of SF
6. Eligible Discount Out of SF
7. Adult Day Pass
8. Youth Day Pass
9. Eligible Discount Day Pass
10. Paratransit Regular
11. Paratransit Lifeline
12. Coastside non-ADA Regular
13. Coastside non-ADA Lifeline

June 4, 2018

Clipper Executive Board
Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105

RE: Item 4a: Mobility as a Service (MaaS) and Clipper Partnership with Mobility Services

Dear Chair Mulligan and Executive Board members:

SPUR is a member-supported nonprofit organization that promotes good planning and good government in the San Francisco Bay Area through research, education, and advocacy. SPUR is glad to see Mobility as a Service (MaaS) as an item for discussion on the Clipper Executive Board (CEB) agenda. MaaS holds a lot of promise for transportation in the region. Done well, MaaS can encourage transit use, reduce vehicle miles traveled and increase Clipper adoption. We are glad to see MTC and the CEB taking the time to discuss Clipper's role in coordinating with other mobility services.

To serve the vast majority of transit riders who use transit every day, the public sector needs to own the MaaS experience. MaaS should build on the public transit nucleus by offering those millions of regular riders additional services as extensions to how they currently use transit, meanwhile showing non-riders that public transportation can be a practical option.

There are risks if the public sector is not involved in shaping MaaS:

1. **The mobility marketplace is restricted:** Options are limited, undermining the extent to which MaaS supports seamless travel and offers an open and dynamic market.
2. **Public transportation loses relevance:** As of yet, there's nothing precluding commercial MaaS operators from favoring their own solutions; public transportation could very well be sidelined in a commercial MaaS platform.
3. **Private management reduces accessibility and equity:** Public transportation has a mandate to serve everyone, regardless of age, income, ability or access to digital tools. Commercial MaaS operators do not necessarily share that imperative.
4. **People have less incentives to make sustainable choices:** When the public-sector shapes MaaS, we can use discounts and subsidies to incentivize more sustainable trips and offer rewards for walking, biking, scooting or taking transit.
5. **Restricted data limits our ability to manage transportation systems:** As more trips are aggregated under a private sector platform, the public sector misses out on access to data that offers insights into travel patterns.
6. **Public transportation services diverge further:** Without a coordinated approach to MaaS, operators will embrace technology separately, leading to greater inconsistency and

fragmentation. We are at risk of repeating in the digital realm what Clipper solved for when it sewed our patchwork transit network together.

There is a lot of work that needs to be done to make our region MaaS-ready. The CEB will need to embrace a forward-thinking MaaS vision with a larger, more prominent role for Clipper: Clipper can be more than a means to pay; it can shape and support mobility. MTC and the CEB should start the process now to develop a vision and a framework for MaaS that prioritizes choice and competition, meets public sector goals for access and sustainability, includes oversight, guarantees privacy and data security, and ensures that MaaS delivers benefits for all rather than just a few.

One of the important roles for government in MaaS development is to bring everyone to the table. We encourage MTC and the CEB to engage in discussions with transit operators, representatives from cities and private sector mobility operators and as part of that effort seek to better understand:

- Who are the players in the MaaS ecosystem and what are their roles and responsibilities?
- What are the opportunities MaaS can bring to the region?
- What are the challenges stakeholders must overcome to deliver MaaS?
- How can the government ensure new payment options do not compromise user safety and security?
- What are the next logical steps to implementing MaaS?

We applaud MTC and the CEB for starting this conversation and beginning the process to shape a MaaS platform for the region.

Sincerely,

A handwritten signature in cursive script, appearing to read "Arielle Fleisher".

Arielle Fleisher