

# Clipper<sup>®</sup> Executive Board

June 17, 2019

Agenda Item 4a

## Current Clipper<sup>®</sup> System Update

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**Subject:** Update Board members on the current Clipper program. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the May 2019 meeting.

**Background:** **Transactions and Sales**  
Clipper processed 23.5 million transactions and settled \$56.5 million in revenue in May. This level of activity is consistent with average seasonal volumes.

### **Clipper Customer Education**

The third phase of the “Clipper Works for You” campaign targeting AC Transit and Muni riders will begin in July with transit advertising, digital advertising, Spanish and Chinese print ads, and outreach events.

We are also in the middle of our annual end-of-fiscal-year notification about a variety of fare changes at SFMTA, AC Transit, San Francisco Bay Ferry and Golden Gate Transit.

### **Implementation and Enhancement Projects**

Our current challenge is to keep the current system operational while finishing final projects for the current system (like the addition of new SMART stations and integration on SFMTA’s Central Subway and AC Transit’s Bus Rapid Transit). Added to this is the need to replace or move on-board devices as operators purchase new vehicles – all while keeping Cubic focused on delivering “accelerated deployment” to speed transactions and develop the Clipper mobile app. We have given operator staff a heads up that any new projects beyond those already in development will require approval of the Clipper Executive Board. For the status of projects, please see the attached Clipper Master Schedule.

### **Other Clipper News**

American Express cards are now accepted as a payment method for transactions through the Clipper website (both desktop and mobile), and for orders placed over the phone. In addition, American Express is being accepted on a pilot basis for purchases at the Clipper TVMs in the Muni Embarcadero station and at the Embarcadero IPCSC.

**Attachments:** **Attachment A:** Clipper Master Schedule



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Carol Kuester

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