

**Metropolitan Transportation Commission
Policy Advisory Council**

July 10, 2019

Agenda Item 6

Next Generation Clipper® System Update

Subject: Update Council members on key developments related to the implementation of the Next Generation Clipper System Integrator project, provide an overall program update, and to highlight key technical updates.

Background: Included in the presentation is a summary of recently completed activities related to delivering the program; upcoming activities and deliverables for MTC, Cubic, and the transit operators; and noteworthy items that the project team is managing.

Also included in the presentation is a summary of key technical items that Cubic has provided to show updates and technical activities related to the development of the Next Generation system. MTC and transit operators invited the Next Generation Clipper Technical Advisors, IBI Group, to discuss overall program progress at the June Clipper Executive Board meeting.

Staff will be at your July 10 meeting to discuss the Next Generation Clipper System Update. The Council's input is requested.

Attachments: Presentation

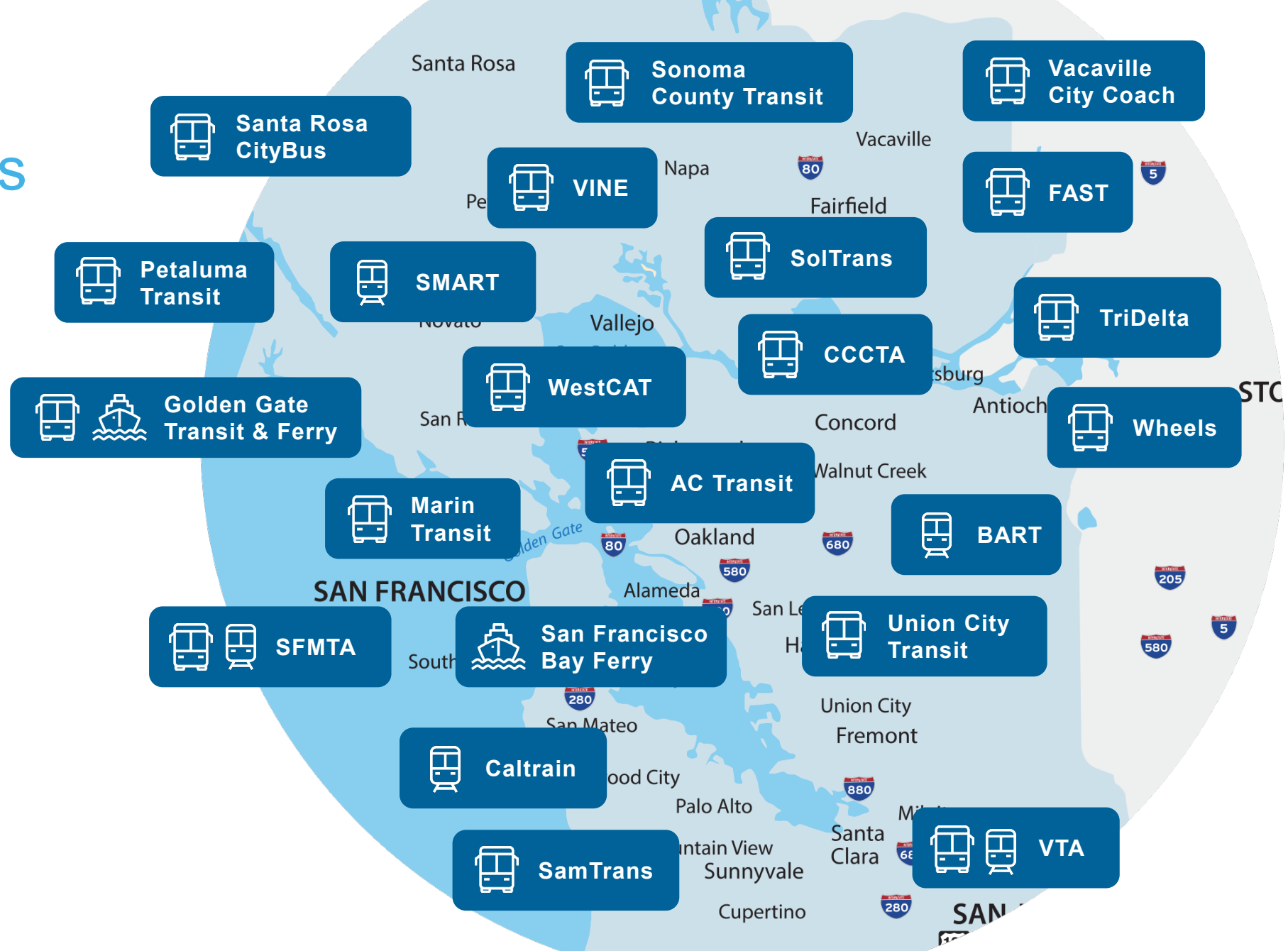


The Future of Clipper

Policy Advisory Council

July 10, 2019

Clipper Successes



Clipper Successes



\$55M
MONTHLY TRANSIT
OPERATOR REVENUE



15,000
PIECES OF EQUIPMENT

22
TRANSIT
OPERATORS

23M
MONTHLY FARE
PAYMENTS



97%
CUSTOMER
SATISFACTION
RATING



825,000
DAILY WEEKDAY TRANSACTIONS



Clipper Successes

97%
**CONSUMER
SATISFACTION**

“Clipper makes it **very convenient** to use public transportation.”

“I really love my **Clipper card** and the ease of use, automatic reload, and loading the card online. I like that it applies my disabled person discount automatically.”

“The current card is **easy to use** and load via electronic means.”

“I love Clipper. It has made my commute much better.”



Clipper Goals



**Intuitive, familiar
experience**



**Excellent, proactive
customer service**



**Transparent and
efficient governance**



**Accurate and
complete data**



**Flexibility and
responsiveness**



**Efficient and
reliable operations**



Short-term: Continued Excellence

ENHANCED ACCOUNT MANAGEMENT

- ▶ Mobile-Friendly Website
- ▶ Website Overhaul

ACCOUNT LOADING CHOICES

- ▶ Web and Phone
- ▶ In Person



Greater Convenience in the Future



MORE PAYMENT OPTIONS

- ▶ Mobile Phones
- ▶ Contactless Cards
- ▶ Open Payment Potential



TRANSITION TO FLEXIBLE SYSTEM

- ▶ Faster loading
- ▶ Immediate card replacement
- ▶ Management of your family's cards in a single account



INTEGRATION WITH...

- ▶ Transit Parking
- ▶ Paratransit Service

Use the mobile app...



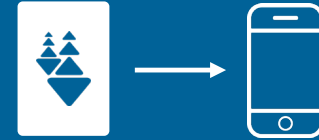
...TO SUPPLEMENT A PHYSICAL CARD

- ▶ Create web account/register a card
- ▶ Add value/passes in the same timeframe as on website
- ▶ View card balance based on recent transactions received
- ▶ Block card by end of day
- ▶ Manage account information/payment options
- ▶ Add value to card with ApplePay, GooglePay, etc.



...AS A VIRTUAL CARD (STORED ON PHONE)

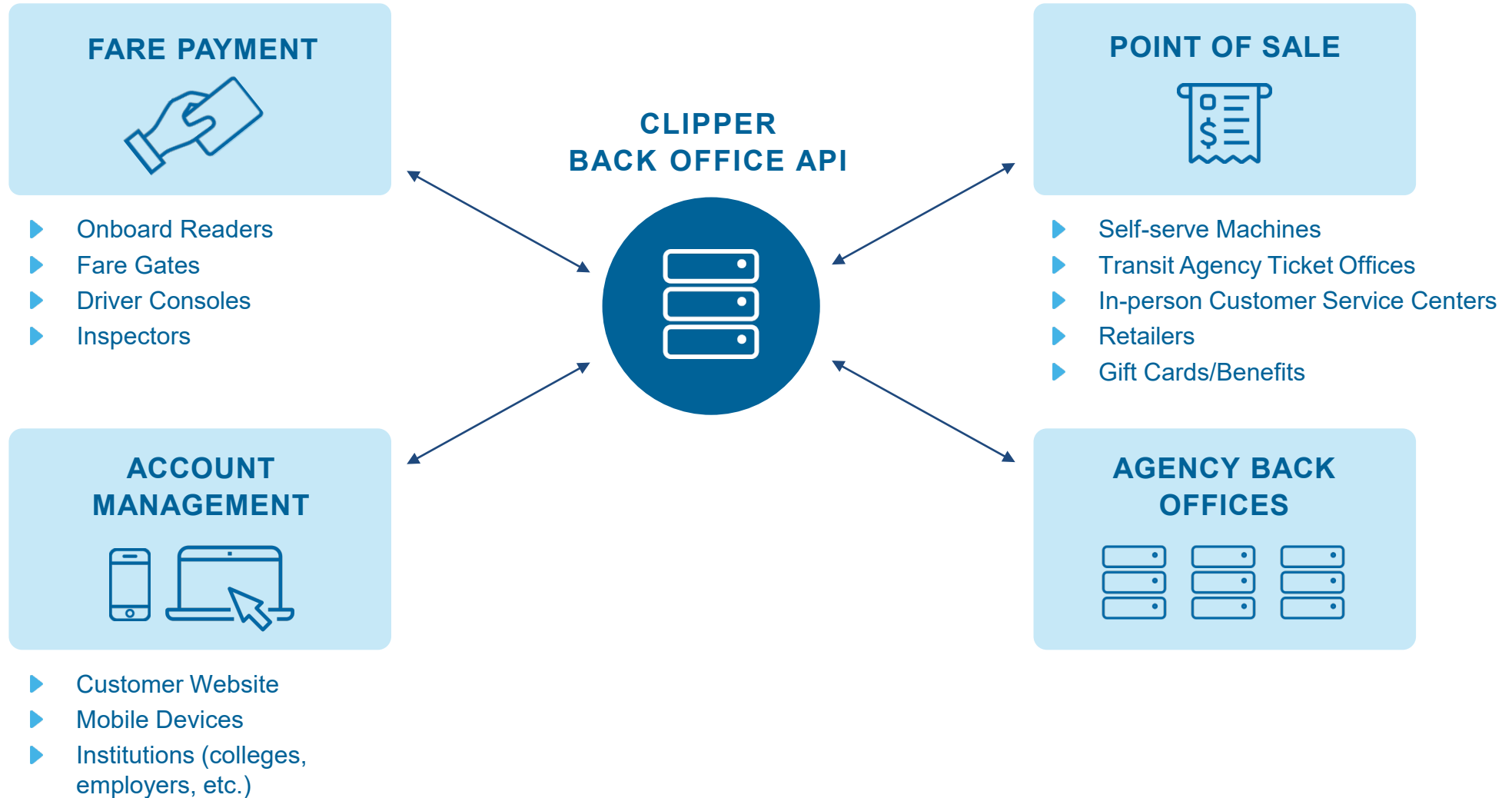
- ▶ Create a new account
- ▶ Add value/passes immediately
- ▶ View current balance, pass status and transaction history
- ▶ Block card immediately
- ▶ Manage account information/payment options
- ▶ Add value to account with ApplePay, GooglePay, etc.
- ▶ Transfer virtual card between devices



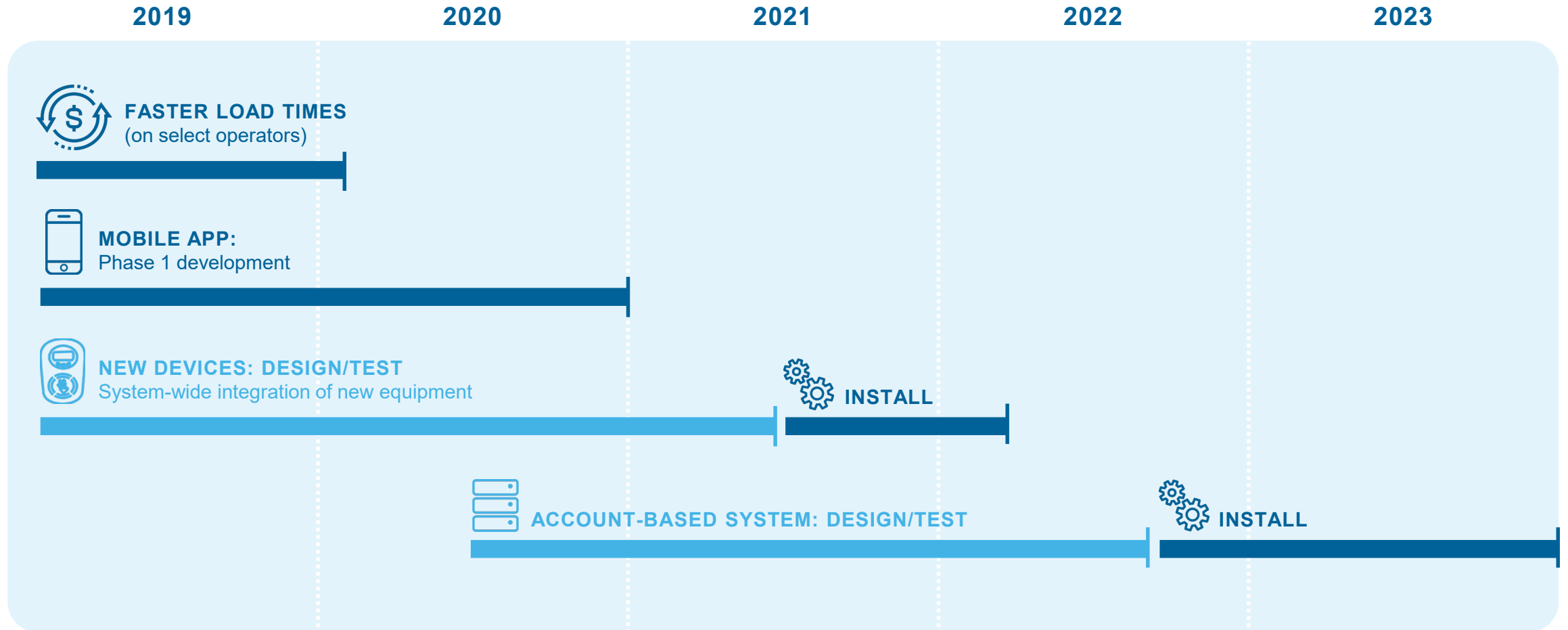
TRANSFER FROM PHYSICAL CARD TO VIRTUAL CARD:

- ▶ Card balance and passes transfer to virtual card
- ▶ Existing log-in

Next-Generation Clipper System Design



Timeline



New Technologies



Bus Card
Readers &
Driver Units

~3500



Clipper Rail
Card
Readers

~1500



Rail
Stand-Alone
Card Readers

~350



Customer
Service
Terminal

~60



Self
Service
Terminals

~25



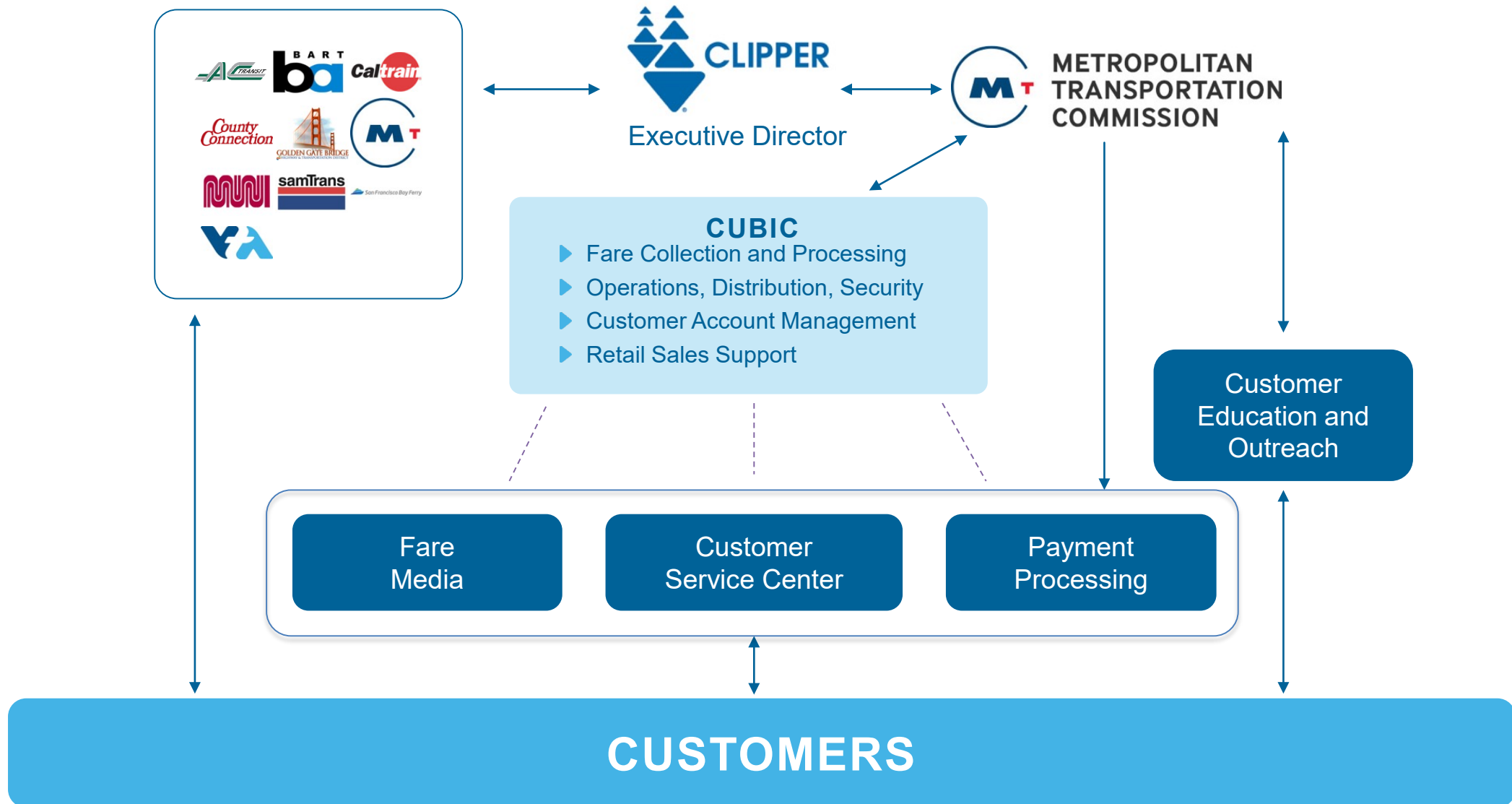
Handheld
Retail &
Inspection

~1000

Accelerated Deployment

START	COMPLETE	ACTIVITY	AC Transit	BART	Caltrain	City Coach	County Connection	FAST	Golden Gate Ferry	Golden Gate Transit	Marin Transit	Petaluma Transit	SamTrans	San Francisco Bay Ferry	Santa Rosa CityBus	SFMTA	SMART	SolTrans	Sonoma County Transit	Tri Delta Transit	Union City Transit	Vine Transit	VTA	WestCAT	Wheels
Qtr 1 2019	Qtr 1 2020	Roll out more frequent loading on rail, ferry, and select ticket vending machines		●	●			●					●		●	●						●			
Qtr 2 2019	Qtr 4 2020	Development of mobile app	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Qtr 1 2020	Qtr 2 2022	Install and roll out retail devices, on-board bus equipment and stand-alone readers	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	

Governance and Program Delivery





With no fare necessary. thrive
pharmacy. no fare necessary
thrive.org/thrive

SolTrans
5008