

# Metropolitan Transportation Commission Operations Committee

December 13, 2019

Agenda Item 6a

## Clipper®: Next-Generation System Update

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**Subject:** Update on the development of the next-generation Clipper system.

**Background:** **Next-Generation Clipper Fare Payment System**

Clipper is a great success story for Bay Area transit. Clipper today serves riders on 22 transit systems, processing \$60 million in transit revenue each month and 865,000 fare payment transactions every weekday. Additionally, Clipper customers are satisfied with the service.

Many transit agencies are introducing incentives to use Clipper. Last year, BART introduced a 50-cent-per-trip surcharge on adult rides that use paper tickets, and Clipper usage on the system went from 68 percent to 90 percent. BART plans to eliminate paper ticket sales in stations in the coming year, at which point Clipper will account for almost all fare payment on BART.

While Clipper will continue to provide excellent service through a new website coming in early 2020 and the existing retailer network, the next-generation system will bring greater convenience for customers. Planning for the next-generation Clipper system began a few years ago, with development beginning in earnest in November 2018. The Clipper program goals established by the Clipper Executive Board in 2015 were:

- An intuitive, familiar experience;
- Excellent, proactive customer service;
- Transparent and efficient governance;
- Accurate and complete data;
- Flexibility and responsiveness; and
- Efficient and reliable operations.

The new system will maintain the strengths of the current program, and feature improvements such as greater flexibility and real-time delivery of value to customers. Families will be able to manage their cards in a single account. At the same time, the new system will make it easier to offer incentives and promotions for using Clipper, as well as to manage programs offered through employers, universities and other organizations.

The next-generation system will also integrate with more services. MTC currently has a partnership with Lyft to allow people to unlock Bay Wheels bikes with their Clipper card, and we are working on a similar arrangement with a car share provider. When the new system is developed, it will be integrated with paratransit, so customers of those services will be able to use Clipper to pay their fares.

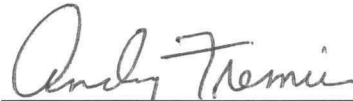
The Clipper mobile app will completely change how people pay their transit fares in the region, enabling them to use their phones to pay their fares. The app will give people a choice: It will allow customers to manage their accounts while still paying fares with a standard plastic card, or to create a mobile card that will allow them to use their phone to pay their fares. Customers will be able to convert any kind of standard card – adult, youth, senior and Regional Transit Connection – to become a mobile card.

Development of the next-generation system is on schedule and on budget, with the first improvement of faster value loading being implemented in early 2020 and the rollout of the mobile app before the end of 2020.

**Issues:** None identified.

**Recommendation:** Information

**Attachments:** Attachment A: Presentation on the Clipper Next-Generation Fare Payment System



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Andrew B. Fremier



# Clipper® Next-Generation System

MTC Operations Committee

December 13, 2019

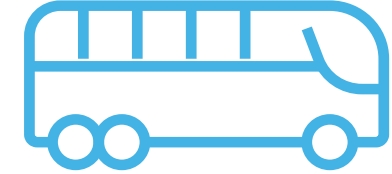
# Clipper: One of MTC's greatest success stories



SEAMLESS TRAVEL  
SINCE

**2006**

MORE AGENCIES  
INTRODUCING  
INCENTIVES



**22**

TRANSIT  
AGENCIES



CLIPPER USAGE  
ON BART

FROM

**68%**

TO

**90%**



CUSTOMER  
SATISFACTION



# Our next-generation system will be even better



## MORE PAYMENT OPTIONS

- ▶ Website and Retailers
- ▶ Mobile App
- ▶ Future Option to Use Credit Cards at Clipper Readers



## TRANSITION TO FLEXIBLE SYSTEM

- ▶ Software Upgrades
- ▶ New Equipment
- ▶ Incentives and Programs



## INTEGRATION WITH OTHER SERVICES

- ▶ Seamless Mobility Platform
- ▶ Paratransit
- ▶ Transit Parking
- ▶ Partnerships

# The Clipper mobile app will transform fare payment



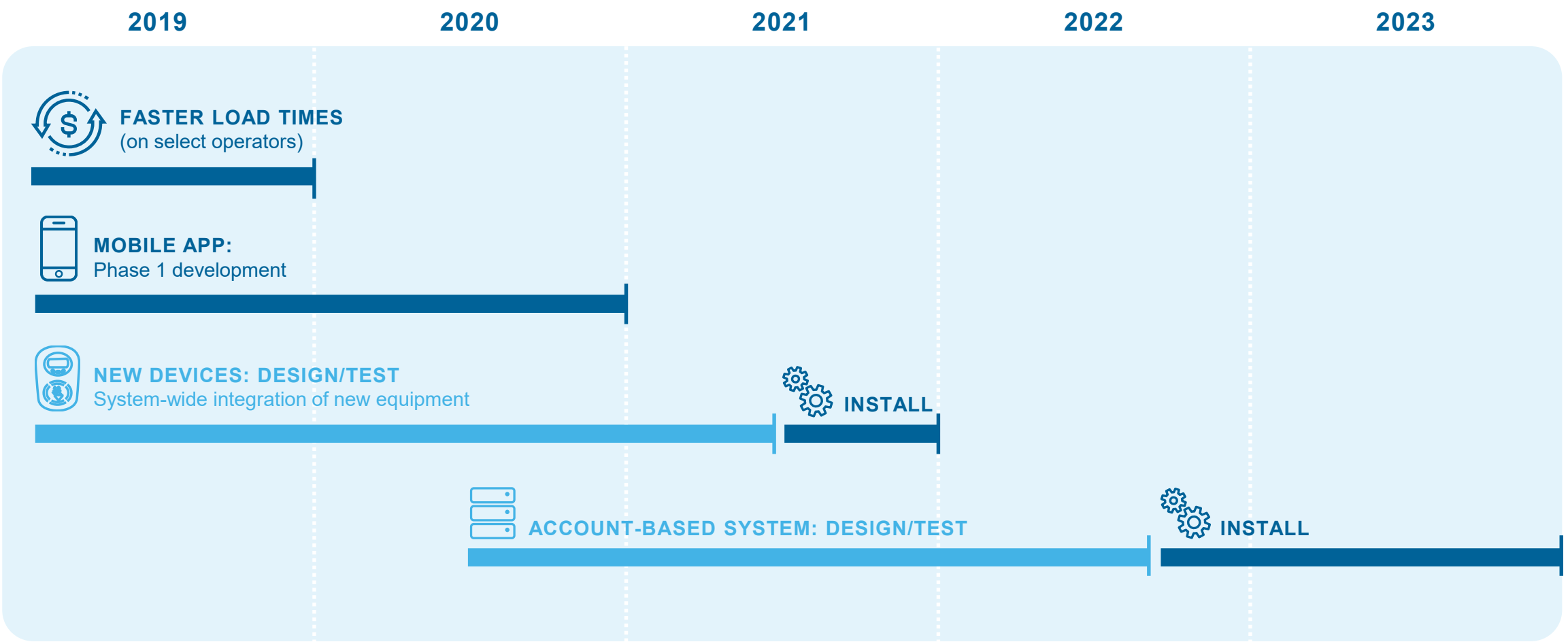
## WITH CLIPPER MOBILE CARD YOU CAN...

- ▶ Pay your fares on all transit agencies
- ▶ Add Clipper value with Apple Pay, Google Pay, etc.
- ▶ Add Clipper to your Google Wallet

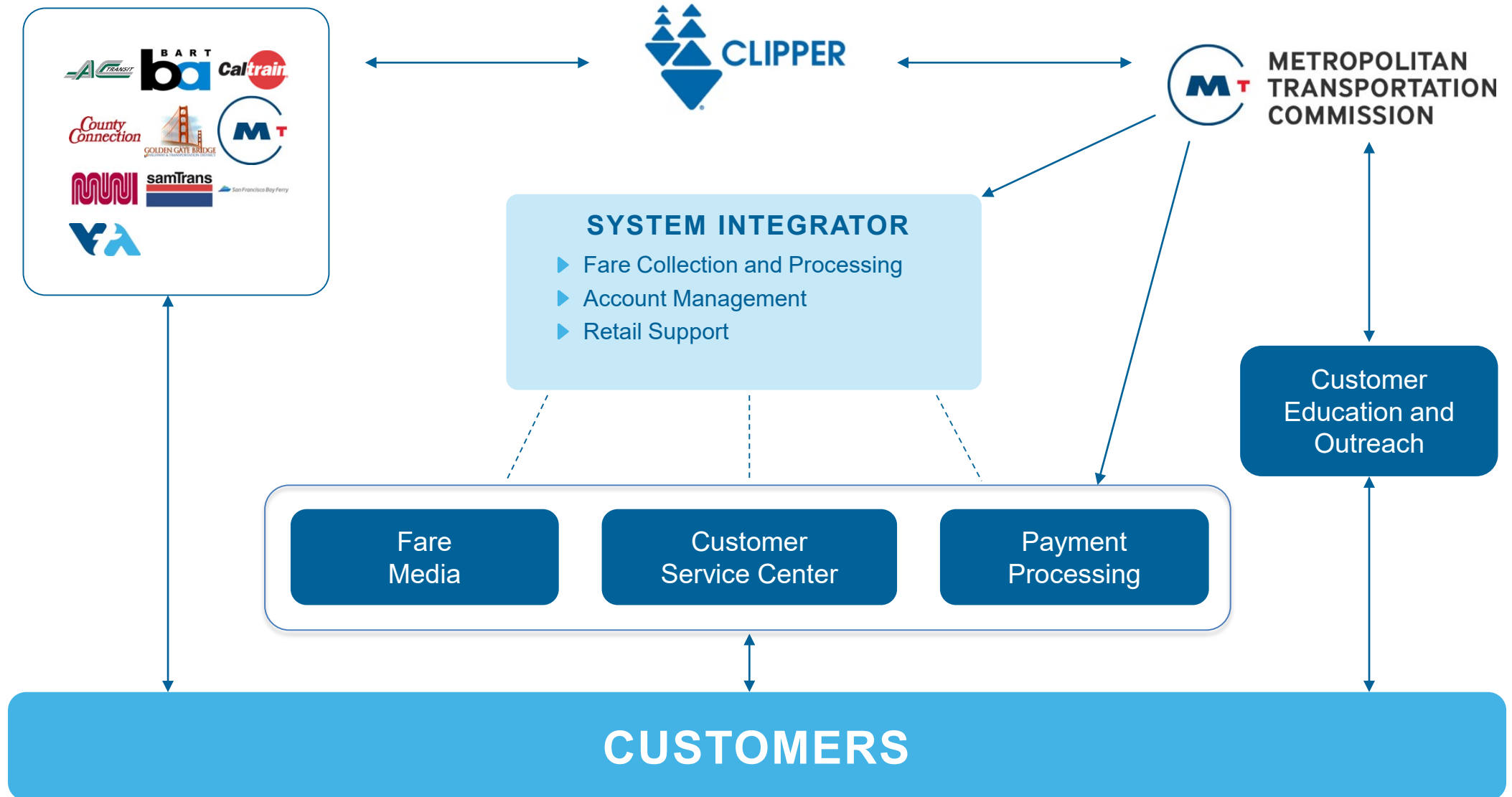




# Next-generation system: On-track and On-schedule



# Governance and Program Delivery





# We are building on the successes of others





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

SolTrans  
5008