

# Clipper<sup>®</sup> Executive Board

January 27, 2020

Agenda Item 4b

## 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 December 2019 meeting.

**Background:** **Transactions and Sales**

Clipper processed 21.2 million transactions and settled \$51.7 million in revenue in December.

**Clipper Customer Education**

MTC is still working on reports for the recent intercept surveys of Clipper and non-Clipper users on transit. Detailed information on the survey results will be presented in the next Clipper Customer Education/Service and Distribution Committee (CESD) this month.

Development continues on the redesigned website; this launch has now been delayed until March due to prioritization of work on the Clipper START program which shares development resources.

The market penetration rate continues to be strong for several operators, particularly those where Clipper use is driven by operators' fare structures and whether or not they offer discounts for fares on Clipper. Some other operators continue to have a low market penetration rate and should continue to explore ways to increase usage.

**Implementation and Enhancement Projects**

MTC continues to coordinate with transit operators on Clipper equipment installation for several implementations, including:

- WETA Richmond & San Francisco Ferry Terminal Expansion (CO-225) – Re-installation of Clipper equipment at Gate E was completed on January 6.
- SamTrans Business Rules Updates (CO-228) – Updates to the business rules were deployed on December 22 and went into effect January 1.

Clipper equipment continues to perform well in the field and meets contractual performance requirements.

**Attachments:** **Attachment A:** Clipper Master Schedule  
**Attachment B:** Clipper Market Share



Carol Kuester

ID	Task Name	Duration	Start	Finish	% Comple	2019												2020										
						O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A
2	<b>CONTRACTING PHASE</b>																											
774	End-of-Life Clipper Device Order (CO-230)	137 days	7/19/19	1/27/20	79%																							
782	SSAE-18I (CN-159, Amendment 7)	109 days	11/18/19	4/16/20	20%																							
817	Walgreens Commission Increase (CO-163, Amend 2)	96 days	12/10/19	4/21/20	9%																							
393	<b>IMPLEMENTATION PHASE</b>																											
310	SFMTA Central Subway (CO-195)	1152 days	5/2/16	9/25/20	26%																							
697	WETA Richmond & San Francisco Ferry Terminal Expansion (CO-225, CN-144)	449 days	4/19/18	1/7/20	97%																							
627	BART E. Contra Costa & Silicon Valley Berryessa Extensions (eBART/SVBX) (CO-179-1, CN-145)	437 days	4/30/18	12/31/19	80%																							
769	Means Based Fare Discount Clipper Coupon (CO-227)	380 days	10/15/18	3/27/20	75%																							
492	AC Transit BRT Implementation, (CO-197 & CO-205)	172 days	7/17/19	3/12/20	75%																							
771	SamTrans Business Rules Update--Intra-Operator Transfer (CO-228)	153 days	8/1/19	3/2/20	61%																							
795	Caltrain TVM Clipper Integration (CO-226)	252 days	8/1/19	7/17/20	50%																							
808	BART Add Fare Machine (CO-229)	142 days	1/13/20	7/28/20	0%																							
1	<b>BUS REPLACEMENT AND EXPANSION</b>																											
733	AC Transit (Gilig & New Flyers Buses & Fuel Cell Bus)	270 days	12/19/18	12/31/19	90%																							
799	Soltrans (2 BYD Buses)	4 days	1/6/20	1/9/20	0%																							

Monthly Market Share<sup>6</sup>

	Monthly Clipper Boardings	Clipper Market Share	
	October 2019	October 2019	October 2018
AC Transit	2,530,240	48.5%	41.9%
BART <sup>7</sup>	9,567,719	89.6%	82.5%
Caltrain <sup>8</sup>	1,128,960	59.5%	63.1%
Golden Gate Ferry <sup>9</sup>	212,124	96.1%	99.3%
Golden Gate Transit <sup>10</sup>	203,163	48.3%	49.1%
Muni <sup>11</sup>	9,143,025	47.9%	43.0%
SamTrans	477,396	44.9%	43.8%
San Francisco Bay Ferry	194,004	62.5%	59.9%
SMART	41,663	72.8%	82.0%
Union City Transit	12,479	43.9%	50.4%
VTA	1,517,968	44.6%	46.3%
Napa/Solano Group	61,892	18.1%	14.7%
City Coach	693	1.9%	1.5%
FAST	18,661	21.4%	22.2%
SolTrans	38,262	29.9%	21.2%
Vine Transit	4,276	4.8%	3.1%
East Bay Group	331,435	48.1%	26.1%
County Connection <sup>12</sup>	165,437	74.7%	27.2%
Tri Delta Transit	24,611	15.8%	12.7%
WestCAT	55,173	47.1%	42.3%
Wheels	86,214	44.5%	27.0%
Sonoma/101 Group	12,153	4.6%	5.0%
Petaluma Transit	2,034	6.1%	6.3%
Santa Rosa CityBus	7,276	4.8%	4.6%
Sonoma Co. Transit	2,843	3.7%	5.2%

6 MTC uses the National Transit Database (NTD) to calculate market share on most operators. NTD typically has a two-month delay before ridership data are available. If NTD data is not available at publication time, missing data is indicated by "N/A".

7 Monthly market share on BART is calculated using monthly BART total exits by ticket type, which is equivalent to number of linked trips per month.

8 Calculation of market share on Caltrain assumes that monthly pass holders board Caltrain 1.75 times a day per weekday.

9 Includes payment with Clipper-compatible limited-use tickets.

10 Includes boardings on Marin Transit routes, which currently operate under the umbrella of Golden Gate Transit's Clipper business rules.

11 Includes payment with Clipper-compatible limited-use tickets.

12 In market penetration calculation, County Connection ridership number excludes free routes and employer/school programs.