

Metropolitan Transportation Commission Operations Committee

October 9, 2020

Agenda Item 6a

Clipper®: Next-Generation System Update

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

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

Clipper continues to be a great success story for Bay Area transit. Clipper today serves riders on 22 transit systems while maintaining a high level of customer satisfaction.

We launched a new and improved Clipper website on July 8, 2020. Working with the Center for Accessible Technology we have improved the accessibility of the website to all users by providing:

- More intuitive site navigation
- A streamlined account management and purchasing experience
- Better access to information about how to get a card, add value and use Clipper
- News stories and features to keep customers up to date

The Clipper system today is delivered through a single vendor contract. Planning for the next-generation Clipper system began a few years ago with the system to be delivered through four distinct contracts. The development of the new system began in earnest with the award of the first contract (Next-Generation System Integrator contract) in September of 2018. Separate procurements for the Customer Service Center and for payment services are currently out for bid with contract awards expected in early 2021. The fourth and final procurement, for Clipper fare media, should be released in early 2021.

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 Clipper 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.

Last month staff provided an informational update on the use of the allotted contingency for the Next-Generation System Integrator contract. Development of the next-generation system is proceeding on schedule and within budget. New card readers will be installed on buses and platform locations starting in mid to late 2021 and the customer transition to the account-based system will occur in 2023.

Customers will soon see improvements starting with the much anticipated mobile app. 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 plastic card, or to create a card that will allow them to use their phone to pay their fares. Customers will be able to convert any kind of plastic card – adult, youth, senior and Regional Transit Connection – to be used on their phone. The app will be in testing by the end of 2020 for a representative group of transit riders and will roll out to the public when testing is complete.

Issues: None identified.

Recommendation: Information

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


Therese W. McMillan



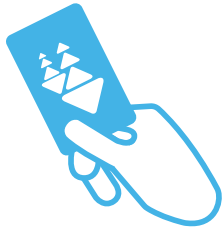
Clipper® Next-Generation System

MTC Operations Committee

October 9, 2020

Clipper Successes

CONTACTLESS
PAYMENT



SEAMLESS TRAVEL
SINCE

2006

OPERATOR COMMITMENT:
BART Clipper-Only
Transition Complete in 2020



22

TRANSIT
AGENCIES

CLIPPER START
MEANS-BASED
DISCOUNT
LAUNCHED ON

4 OPERATORS,
WILL EXPAND TO

21



CUSTOMER
SATISFACTION



New Clipper Website



A screenshot of the new Clipper website. The header features the Clipper logo and navigation links: GET CARD, REGISTER CARD, RELOAD CARD, HELP, and LOG IN. The main banner has a blue background with white line art illustrations of a train, a bus, a ferry, and a city skyline. The text reads "The Bay Area's all-in-one transit card" and includes a "GET STARTED" button. Below the banner are three sections: "New to Clipper?" with the text "Here's what you need to know." and an illustration of a train; "Discount Cards" with the text "For youth, seniors, people with disabilities and low-income adults." and an illustration of a "Senior" card; and "Where to Use" with the text "On 23 transit services and more." and an illustration of a city skyline.

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

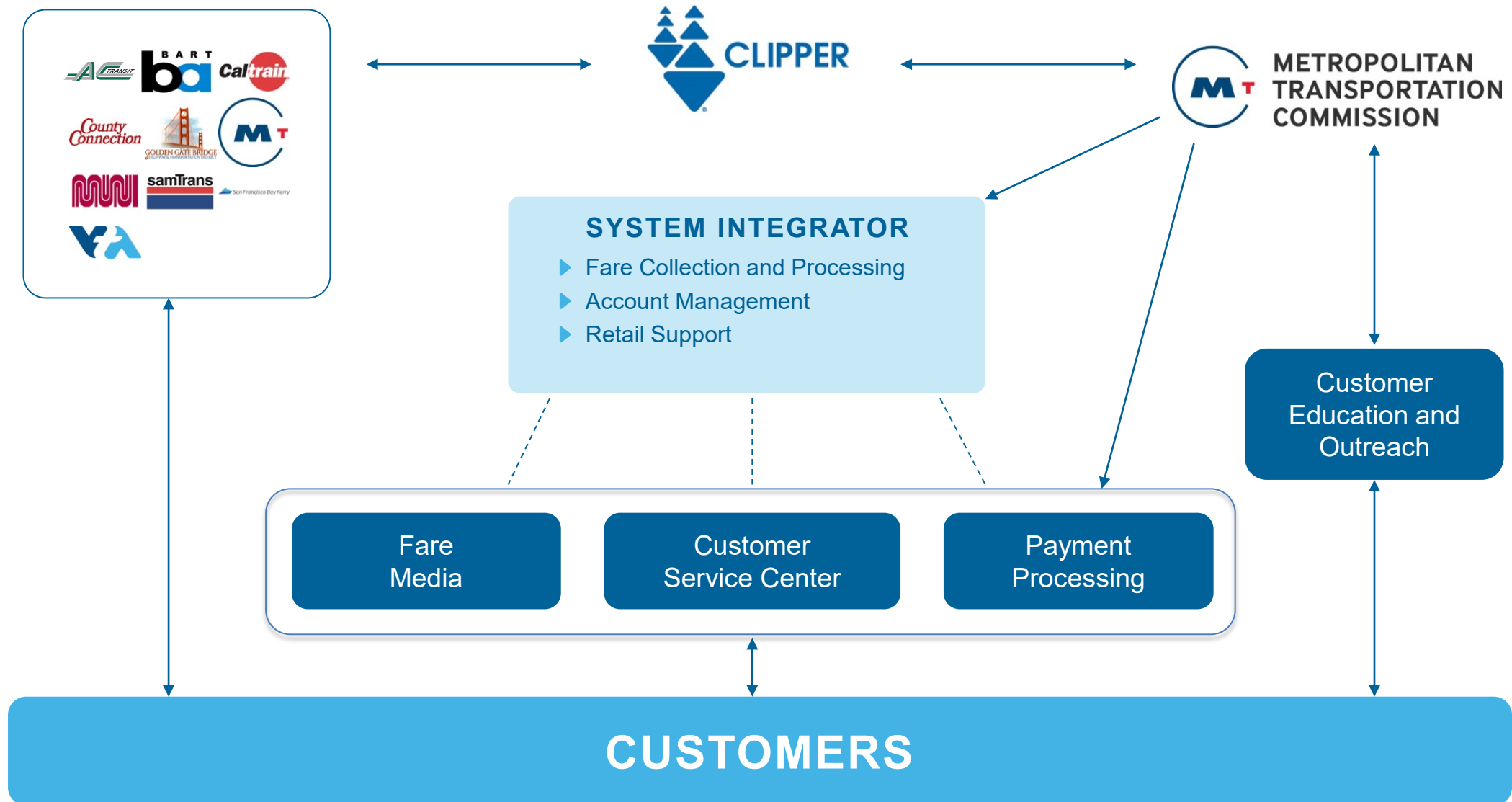
- ▶ Software Upgrades
- ▶ New Equipment
- ▶ Incentives and Programs



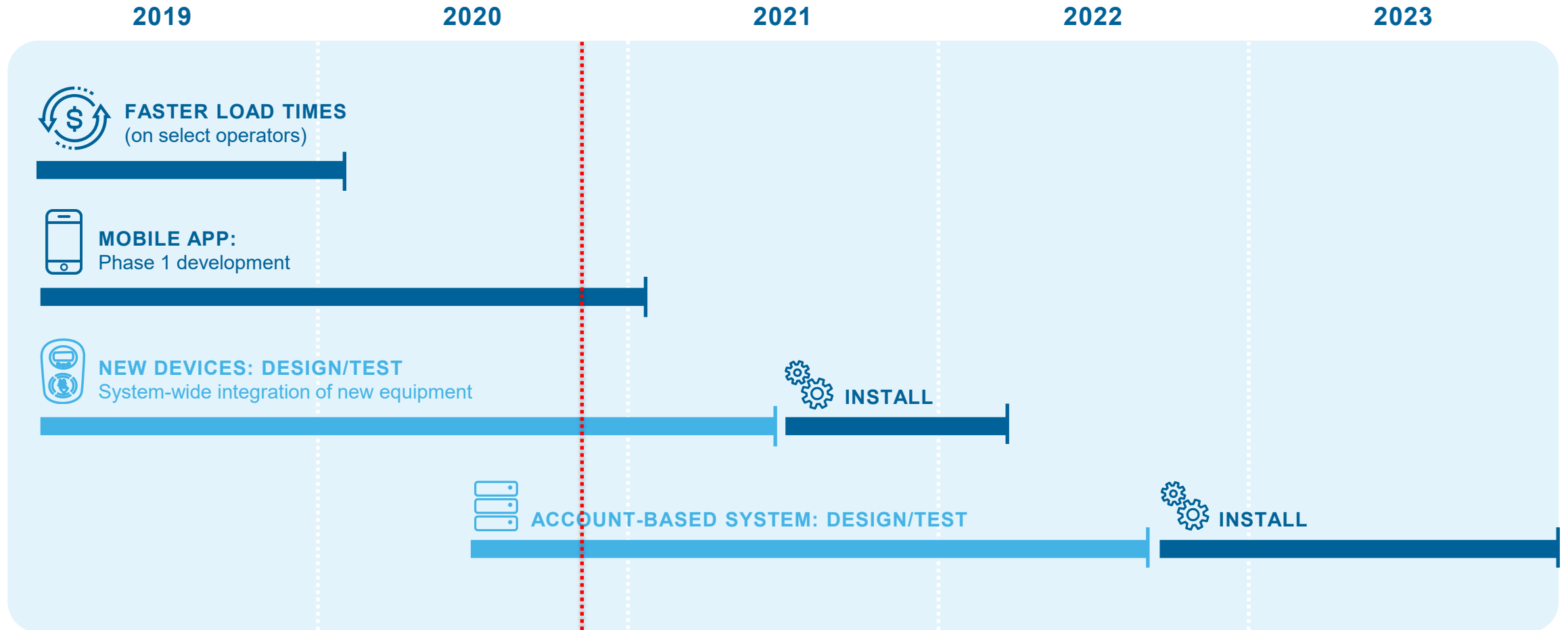
INTEGRATION WITH OTHER SERVICES

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

Clipper is Delivered by Transit Operators & MTC



Schedule



New Technologies



Bus Card
Readers &
Driver Units

~3900



Clipper Rail
Card
Readers

~1500



Rail
Stand-Alone
Card Readers

~827



Customer
Service
Terminal

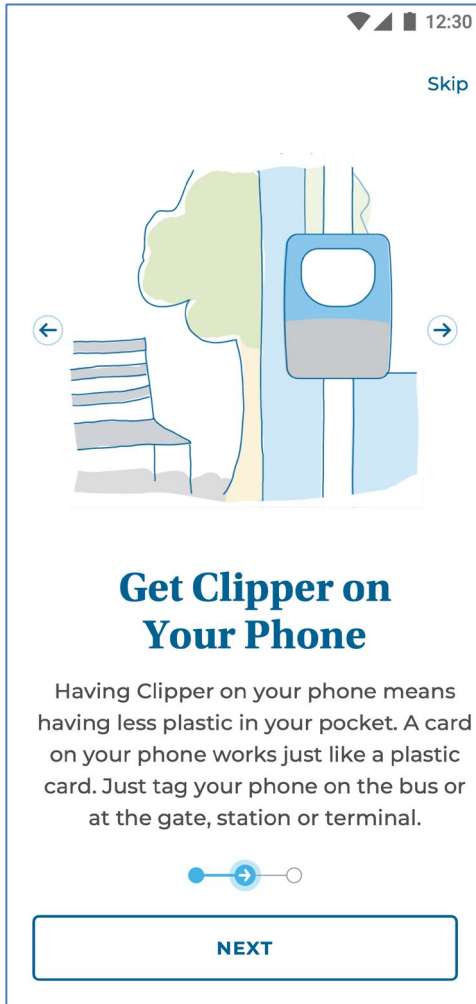
~60



Handheld
Retail &
Inspection

~1000

Clipper Mobile App will Transform Fare Payment



WITH THE CLIPPER MOBILE APP YOU CAN...

- ▶ Manage your Clipper card on your phone
- ▶ Pay your fares on all transit agencies
- ▶ Add Clipper value faster
- ▶ Plan your transit trips

Using the Clipper mobile app will be as convenient as using a credit card – you'll be able to link your credit card to the app.

The app will be in testing by the end of 2020 for a representative group of transit riders. It will roll out to the public when testing is complete.

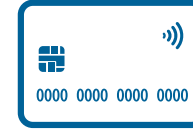
Clipper – Seamless Mobility!



**Clipper Card
(today)**



**Clipper Mobile
(early 2021)**



**Open Payment
(potential future)**

**PRIMARY
CUSTOMERS
SUPPORTED**

- ▶ Regular riders
- ▶ Discount-qualified riders
- ▶ Employers
- ▶ Institutions

- ▶ Tourists
- ▶ Casual riders

**PRODUCTS
AVAILABLE**


- ▶ Stored value
- ▶ Transit agency passes
- ▶ RTC discounts
- ▶ Employer discounts
- ▶ Joint & regional fares

- ▶ Full fare
- ▶ Discount fares not available

Clipper Fall Campaign Messages


MYTH

I need a credit card to use Clipper.



TRUTH

We take cash and debit, too!
Any amount, hundreds of locations.



Ride **WESTCAT** with Clipper

CLIPPER. YOUR ALL-IN-ONE TRANSIT CARD

clippercard.com

MYTH

I can't get a transfer with Clipper.



TRUTH

Transfer discounts are available and automatic.



Ride sometimes or ride every day.
On all Bay Area transit agencies.

CLIPPER. YOUR ALL-IN-ONE TRANSIT CARD | clippercard.com

MYTH

Clipper is only for people who use monthly passes.



TRUTH

Clipper is for anyone who rides transit, anytime.



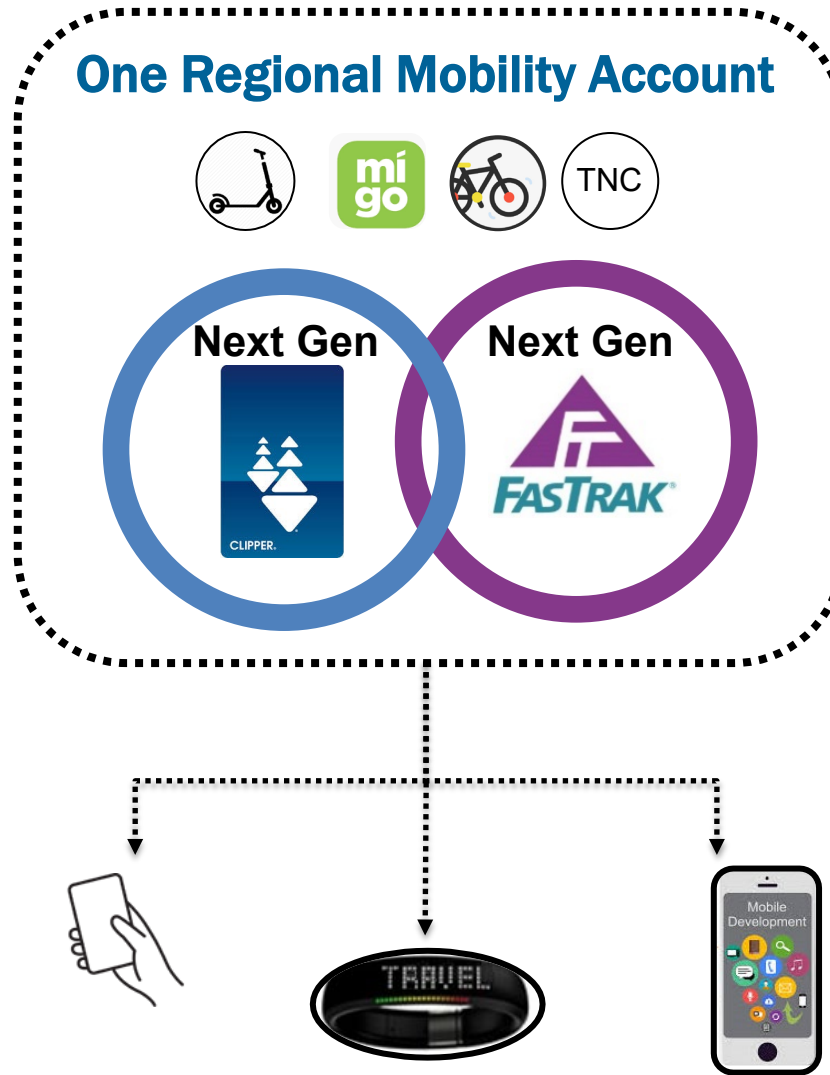
Ride **Petaluma Transit** with Clipper

CLIPPER. YOUR ALL-IN-ONE TRANSIT CARD | clippercard.com

Clipper Fall Campaign On the Street



Future of Mobility?





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

SolTrans
5008