

Clipper® Executive Board

July 19, 2021

Agenda Item 4a

Current Clipper® System Update

Subject: Update on the current Clipper system. Clipper staff last updated this Board on the ongoing work and projects related to the current Clipper system at the May 2021 meeting.

Background: **Transactions and Sales**
In May 2021, Clipper processed 5.33 million transactions and settled \$10.5 million in revenue. In June 2021, Clipper processed 6.26 million transactions and settled \$13.1 million in revenue. As of July 6, 2021, only one (Vacaville City Coach) of the 22 operators was still offering fare-free travel due to the COVID-19 emergency.

Clipper Customer Education

Advertising on buses and transit shelters began on June 7, 2021, for the Clipper mobile app and integrated payment with Apple Pay and Google Pay. This campaign will run through August and will be followed by another round of advertising once transit ridership increases.

Clipper staff plan to increase Clipper START outreach starting in July and will reach out to new types of community-based organizations such as unions. Digital advertising and social media promotion is ongoing. A newspaper and digital advertising campaign in Spanish, Chinese, and Tagalog is planned for September.

Implementation and Enhancement Projects

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

- Caltrain ticket vending machines (TVM) Integration (CO-226) – Caltrain is working with VenTek to upgrade an additional 21 TVMs. Upgrades are planned to occur between August and October 2021.
- WETA began service at Seaplane Lagoon on July 1, 2021.

Clipper equipment continues to meet contractual performance requirements.

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


Carol Kuester

ID	Task Name	Duration	Start	Finish	% Comple	2021												2022															
						J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D				
2	CONTRACTING PHASE																																
393	IMPLEMENTATION PHASE																																
310	SFMTA Central Subway (CO-195)	1479 days	Mon 5/2/16	Tue 12/28/21	26%	<div></div>																											
1	BUS REPLACEMENT AND EXPANSION																																
818	SFMTA (9 Electric Coaches)	59 days	Mon 5/24/21	Thu 8/12/21	20%						<div></div>																						
791	AC Transit (36 MCI Buses)	102 days	Mon 8/2/21	Tue 12/21/21	0%								<div></div>																				
814	SFMTA (3 Historic Street Cars)	259 days	Tue 1/4/22	Fri 12/30/22	0%													<div></div>															