

Clipper Fare Payment Program Update

Board of Directors
Feb. 5, 2014

San Mateo

Overview




- History
- Current usage
- What we've learned
- Foundation for the future
- Timeline
- Path forward




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History




- MTC-led project
- 1999: Development work
- 2006: AC Transit and Golden Gate Transit go live
- 2010: Name changed from Translink to Clipper
- 2010: SamTrans goes live
- 2012: Most SamTrans paper passes discontinued



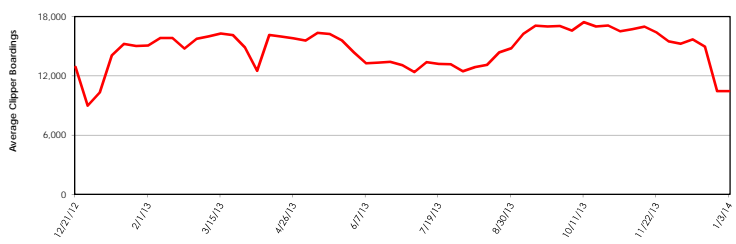
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Current Usage (average weekday)

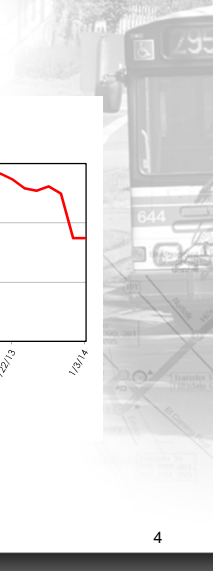


- Region: ~690,000

SamTrans



Date	Average Boardings
12/21/12	12,000
1/1/13	15,000
2/1/13	16,000
3/1/13	16,000
4/2/13	15,000
5/7/13	14,000
7/1/13	13,000
8/30/13	14,000
10/1/13	16,000
11/22/13	16,000
1/29/14	10,000



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What We've Learned

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- **Must have good customer experience & meet customer expectations**
- **Need to have flexible design**
- **Access to more venues for getting and loading card**
- **Require faster loading for online & phone**
- **Realize that card isn't answer for all**
- **Must be cost-effective system**

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Foundation for the Future

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- **Collaborative relationship between transit agencies and MTC**
- **3 committees focused on future system**
 - Executive
 - Steering
 - Long-range Planning
- **Established a Vision and Mission**

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Mission & Vision




Vision: Clipper is a customer-focused, cost-effective fare payment system that supports seamless transit travel in the San Francisco Bay Area

Mission: In partnership, provide a convenient, flexible and efficient regional fare payment system

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Timeline



2013	2014	2015	2016	2017	2018	2019
Phase 3 Launch: Napa/Solano Operators			Phase 3 Launch: East Bay Operators	Phase 3 Launch: North Bay/101 Corridor Operators		
C2 Planning		Procurement(s) (24 months) Issue RFP(s)		C2 Implementation (24 months) Award Contract(s)		Parallel Op: Begin C2 Operations
						Nov. 2019 - End of Current Contract

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Path Forward

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- Peer agency reviews
- Fare coordination efforts
- Define system performance
- Governance recommendations

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Questions
&
Comments

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