Clipper Program Update

SamTrans Board Meeting
August 7, 2019
Agenda

1. Background
2. SamTrans Clipper Users
3. Current System
4. Next Generation
BACKGROUND
Clipper Program

- 22 Transit Operators
- $55M Monthly Transit Operator Revenue
- 23M Monthly Fare Payments
- 15,000 pieces of equipment
- 825,000 daily weekday transactions
- 97% customer satisfaction rating
SAMTRANS CLIPPER USERS
Ridership Frequency

Source: 2018 Customer Triennial Survey

Clipper
- Less than once a month: 3%
- 1 day/week: 9%
- 2 days/week: 7%
- 3 days/week: 36%
- 5 days/week: 9%
- 6-7 days/week: 2%

Non-Clipper
- 1-3 days/month: 29%
- 4 days/week: 29%
- 3 days/week: 11%
- 2 days/week: 9%
Fare Type

Source: 2018 Customer Triennial Survey

N = 3958
Fare Category

Source: 2018 Customer Triennial Survey
Satisfaction

Source: 2018 Customer Triennial Survey

Value for The Money

- Clipper: 1% Very Dissatisfied, 3% Dissatisfied, 17% Neutral, 46% Satisfied, 52% Very Satisfied
- Non-Clipper: 2% Very Dissatisfied, 3% Dissatisfied, 17% Neutral, 26% Satisfied

Overall Experience With SamTrans

- Clipper: 1% Very Dissatisfied, 14% Dissatisfied, 42% Neutral, 41% Satisfied, 1% Very Satisfied
- Non-Clipper: 1% Very Dissatisfied, 13% Dissatisfied, 2% Neutral, 34% Satisfied, 49% Very Satisfied

N = 3316
CURRENT SYSTEM
SamTrans Products on Clipper

- Cash Value for One-way ride
  - Adult
  - Eligible Discount
  - Youth
- Local Monthly Pass
  - Adult
  - Eligible Discount
  - Youth
- Out of San Francisco Monthly Pass
  - Adult
Ways to Purchase

- In-person at retail locations
- Via Clipper Customer Service
- Online
- Set up Autoload

Source: www.clippercard.com
Challenges under the Current System

- Card-based system limitation
  - Transit product stored in the card
  - Time constraint in adding products
- Outdated technology
  - 20-year old system
  - Devices at the end of life
- Lack of flexibility
  - Lengthy process or incapable of changing the system configuration
NEXT GENERATION
Next Generation

- System Integrator Contract
  - Awarded to Cubic Transportation Services Inc. in September 2018
- Customer Service Center Contract
- Payment Gateway Contract
- Fare Media Contract
System Integrator

- Improvements under the current Clipper system
  - Faster loading at selected devices
  - Mobile app
  - New devices

- Account-based system
  - Real-time transaction
  - Integration with other transportation providers
Mobile App – Late 2020

...TO SUPPLEMENT A PHYSICAL CARD
- Create web account/register a card
- Add value/passes in the same timeframe as on website
- View card balance based on recent transactions received
- Block card by end of day
- Manage account information/payment options
- Add value to card with ApplePay, GooglePay, etc.

...AS A VIRTUAL CARD (STORED ON PHONE)
- Create a new account
- Add value/passes immediately
- View current balance, pass status and transaction history
- Block card immediately
- Manage account information/payment options
- Add value to account with ApplePay, GooglePay, etc.
- Transfer virtual card between devices

TRANSFER FROM PHYSICAL CARD TO VIRTUAL CARD:
- Card balance and passes transfer to virtual card
- Existing log-in
New Devices

- Bus Card Readers & Driver Units: ~3500
- Clipper Rail Card Readers: ~1500
- Rail Stand-Alone Card Readers: ~350
- Customer Service Terminal: ~60
- Self Service Terminals: ~25
- Handheld Retail & Inspection: ~1000
Timeline

2019

FASTER LOAD TIMES
(on select operators)

2020

MOBILE APP:
Phase 1 development

2021

NEW DEVICES: DESIGN/TEST
System-wide integration of new equipment

INSTALL

2022

ACCOUNT-BASED SYSTEM: DESIGN/TEST

INSTALL

2023