

# Clipper Program Update

SamTrans Board Meeting

August 7, 2019

# Agenda

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

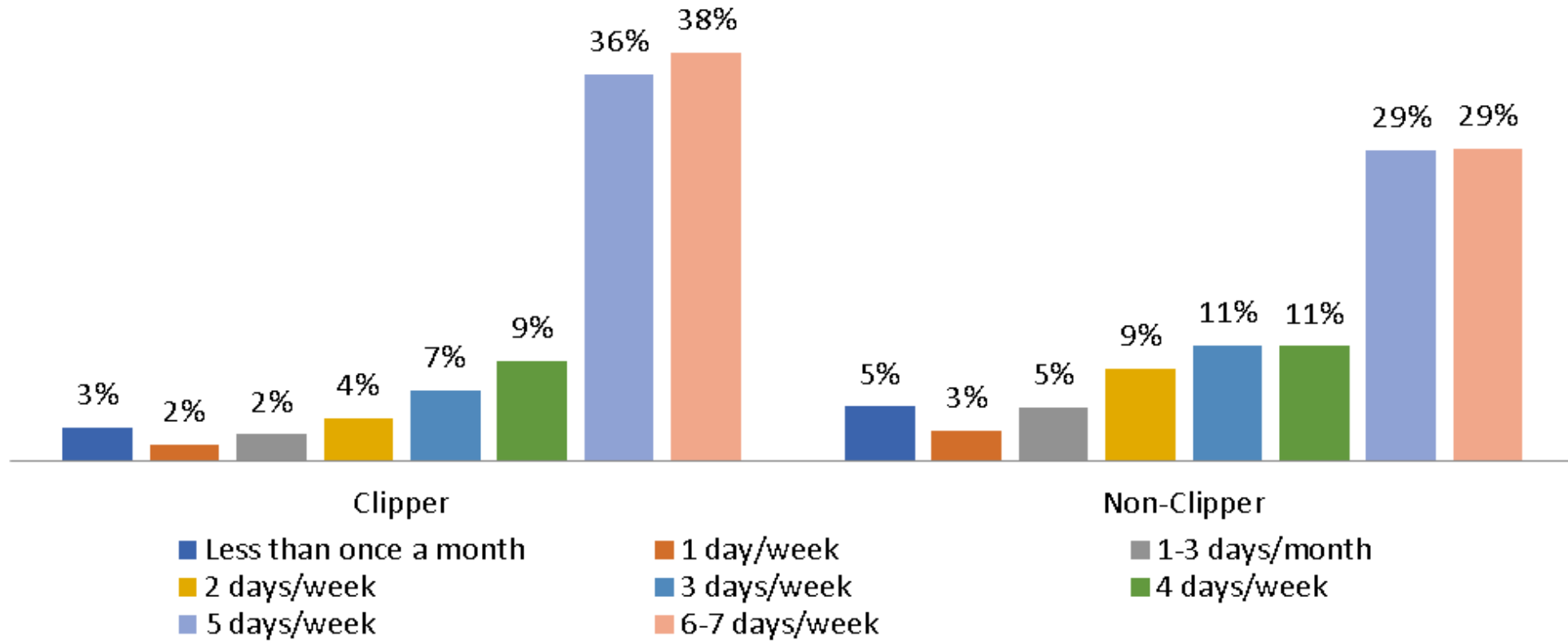


# BACKGROUND



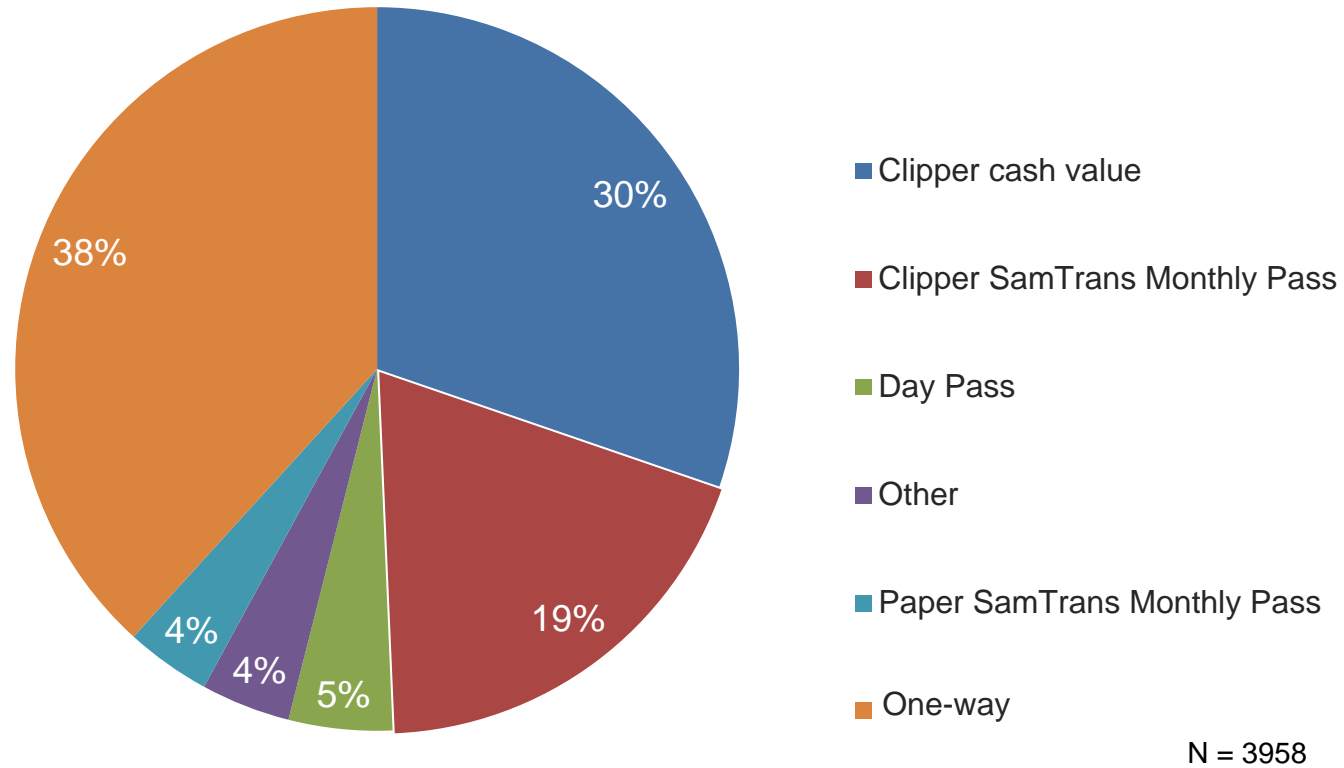
# SAMTRANS CLIPPER USERS

# Ridership Frequency



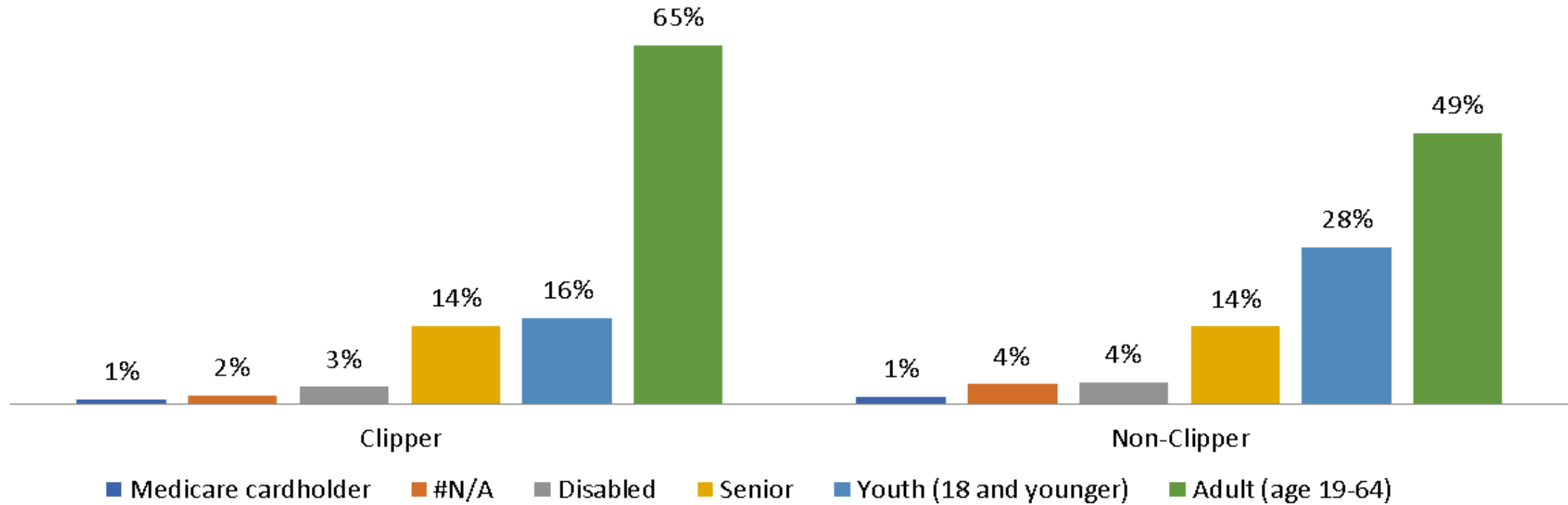
Source: 2018 Customer Triennial Survey

# Fare Type



Source: 2018 Customer Triennial Survey

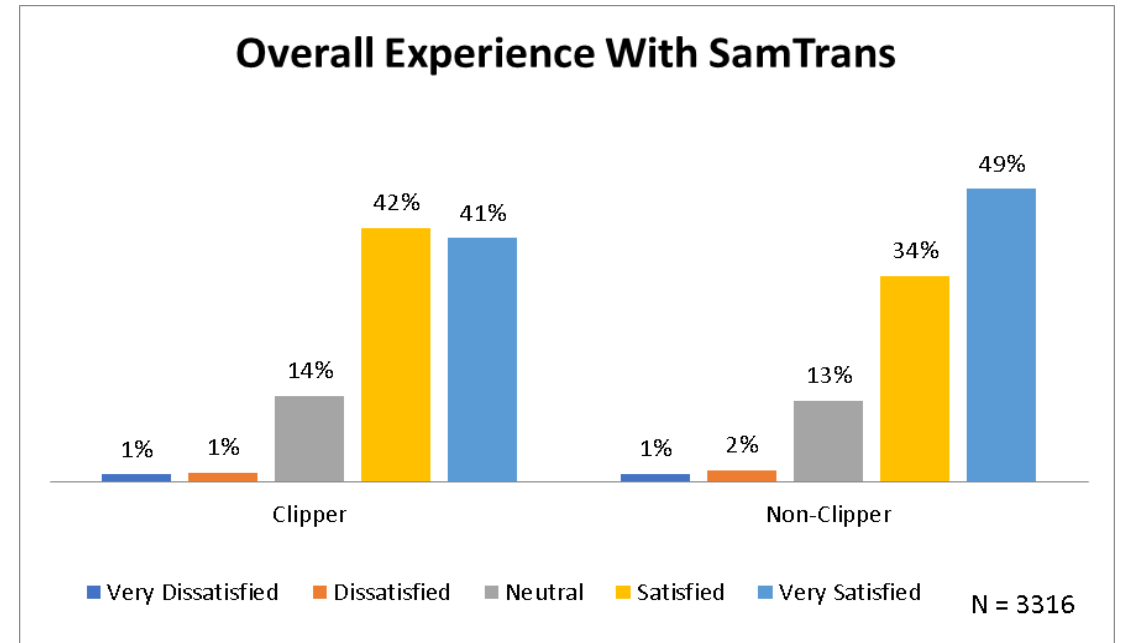
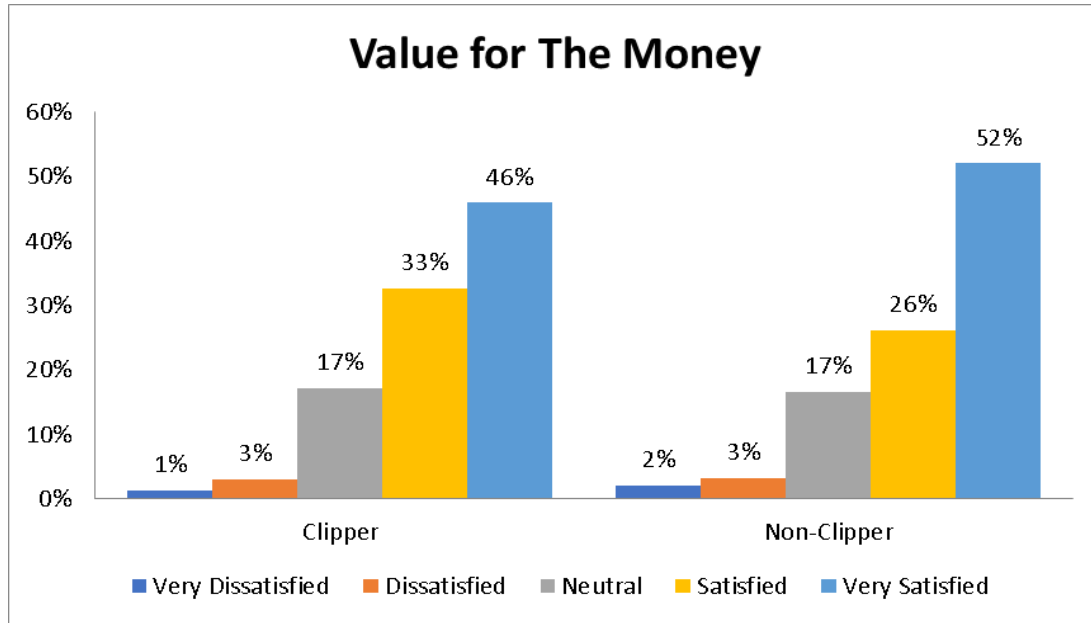
# Fare Category



Source: 2018 Customer Triennial Survey



# Satisfaction



Source: 2018 Customer Triennial Survey

# CURRENT SYSTEM

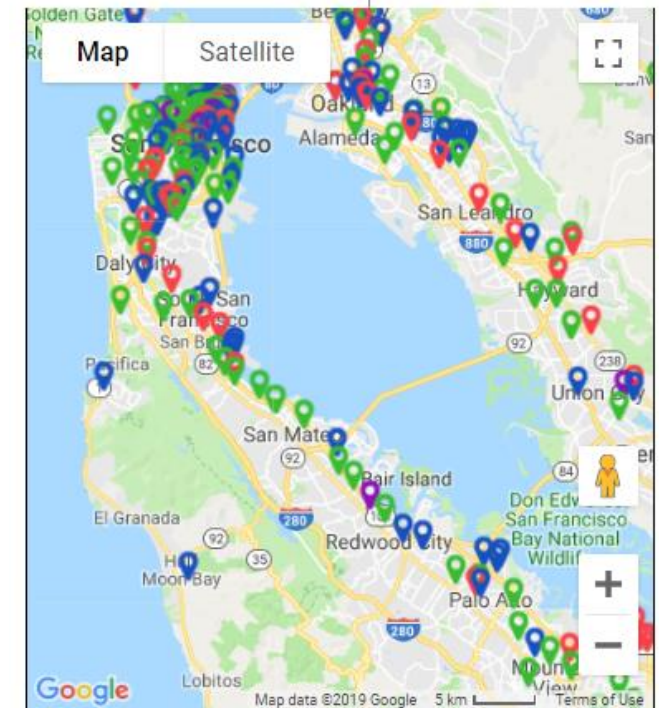
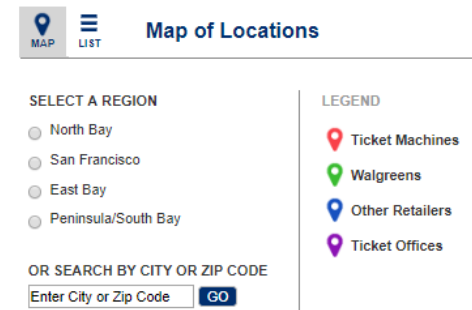
# SamTrans Products on Clipper

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- 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](http://www.clippercard.com)

# Challenges under the Current System

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- 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

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

# System Integrator

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- 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

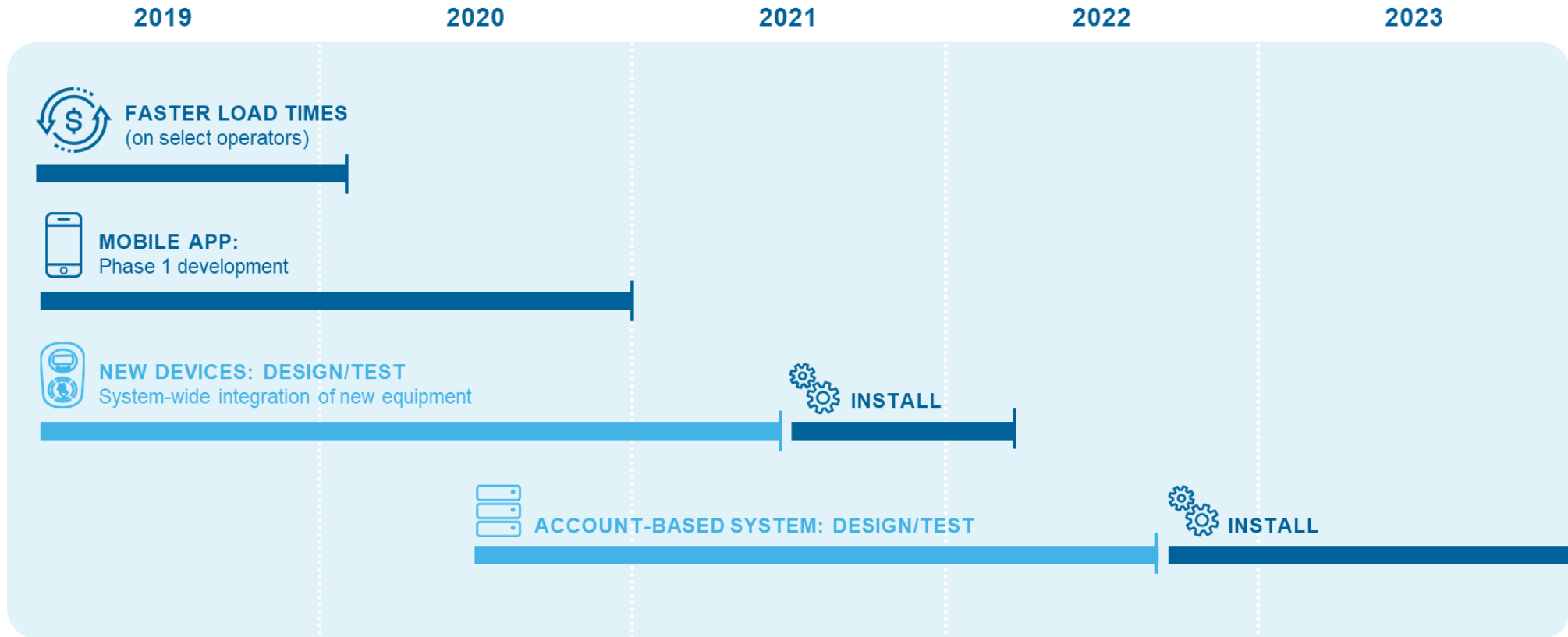
~25



Handheld  
Retail &  
Inspection

~1000

# Timeline



**QUESTIONS?**