

The Future of Clipper

Citizens' Advisory Council Presentation July 11, 2019



Clipper Successes







22 TRANSIT OPERATORS

23M

MONTHLY FARE PAYMENTS





97% CUSTOMER SATISFACTION RATING

Clipper Goals





Intuitive, familiar experience

Excellent, proactive customer service



Transparent and efficient governance



Accurate and complete data



Flexibility and responsiveness



Efficient and reliable operations



Short-term: Continued Excellence

ENHANCED ACCOUNT MANAGEMENT

- Mobile-Friendly Website
- Website Overhaul

ACCOUNT LOADING CHOICES

- Web and Phone
- In Person



Accelerated Deployment

START	COMPLETE	ΑCΤΙVΙΤΥ	40 .	BAD Transit	Car.	City City	Control Coasch	Cumb Como	Corr	Golden Gafe L	Max. Gate - renj	Per Transit	Same Trac	San Lins Insit	San Francisco	SFILS COS Cit Cit	Share "I'VBUS	5017 SO17	Socialis	Tri - Cours	Unic Della Trans, Transis	Vin City Tr.	VT_a Transit	Man	^{br}	s ₁₉₈₁ ,
Qtr 1 2019	Qtr 1 2020	Roll out more frequent loading on rail, ferry, and select ticket vending machines		•	•				•					•		•	•						•			
Qtr 2 2019	Qtr 4 2020	Development of mobile app	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Qtr 1 2020	Qtr 2 2022	Install and roll out retail devices, on-board bus equipment and stand- alone readers	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	

Use the mobile app...



...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.



- 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

Greater Convenience in the Future



MORE PAYMENT OPTIONS

- Mobile Phones
- Contactless Cards
- Open Payment Potential



TRANSITION TO FLEXIBLE SYSTEM

- Faster loading
- Immediate card replacement
- Management of your family's cards in a single account



INTEGRATION WITH...

- Transit Parking
- Paratransit Service

Next-Generation Clipper System Design



 Institutions (colleges, employers, etc.)

Timeline

