



Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105

Meeting Agenda

Clipper Executive Board

Robert Powers, Chair Carter Mau, Vice Chair
Members

*Bill Churchill, Carolyn M. Gonot, Michael Hursh, Beth Kranda,
Therese W. McMillan, Denis Mulligan, and Jeffrey Tumlin*

Monday, October 17, 2022

1:30 PM

REMOTE

In light of Governor Newsom's State of Emergency declaration regarding COVID 19 and in accordance with the recently signed Assembly Bill 361 allowing remote meetings, this meeting will be accessible via webcast, teleconference, and Zoom for all participants.

A Zoom panelist link for meeting participants will be sent separately to Board Members.

The meeting webcast will be available at [http://mtc.ca.gov/whats happening/meetings](http://mtc.ca.gov/whats_happening/meetings). Members of the public are encouraged to participate remotely via Zoom at the following link or phone number. Board Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. When called upon, unmute yourself or dial *6. In order to get the full Zoom experience, please make sure your application is up to date.

Attendee Link: <https://bayareametro.zoom.us/j/83800007822>

Join by Telephone Dial (for higher quality, dial a number based on your current location) US:
+1 408 638 0968 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799
or +1 646 876 9923 or +1 301 715 8592 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 838 0000 7822

International numbers available: <https://bayareametro.zoom.us/j/kczW4QFzYj>

Detailed instructions on participating via Zoom are available at:

<https://bayareametro.zoom.us/j/keF6DXG0Ji>

[https://mtc.ca.gov/how provide public comment board meeting zoom](https://mtc.ca.gov/how_provide_public_comment_board_meeting_zoom)

Members of the public may participate by phone or Zoom or may submit comments by email at info@bayareametro.gov by 5:00 p.m. the day before the scheduled meeting date. Please include the committee or board meeting name and agenda item number in the subject line. Due to the current circumstances there may be limited opportunity to address comments during the meeting. All comments received will be submitted into the record.

1. Call Meeting to Order / Roll Call / Confirm Quorum

Quorum: A quorum of this committee shall be a majority of its regular voting members (5).

2. Consent Calendar

- 2a. [22-1344](#) Minutes of the August 15, 2022 Meeting

Action: Board Approval

Attachments: [Minutes of the August 15, 2022 Meeting](#)

3. Approval

- 3a. [22-1385](#) Proposed 2023 Clipper® Executive Board Meeting Calendar

Request Board Approval of Proposed 2023 Clipper Executive Board Meeting Calendar

Action: Board Approval

Presenter: Edward Meng

Attachments: [3a Proposed 2023 CEB Meeting Calendar memo](#)

[3ai Proposed 2023 CEB Calendar](#)

- 3b. [22-1546](#) Clipper® Contract Change Order Amendment - Clipper Card Procurement: Cubic Transportation Systems, Inc. (\$2,000,000)

Request for approval of a Change Order Amendment for procurement of Clipper cards: Cubic Transportation Systems, Inc. (Cubic) (\$2,000,000)

Action: Board Approval

Presenter: Jason Weinstein

Attachments: [3b Change Order Amendment – Clipper Card Procurement Cubic Transportatic](#)

4. Information

- 4a. [22-1347](#) Current Clipper® Operations and Performance Update

Update on current Clipper system operations and performance; Clipper staff last updated the Clipper Executive Board (CEB) on the ongoing work and projects related to the current Clipper system at the August 2022 meeting.

Action: Information

Presenter: Jason Weinstein

Attachments: [4a Current Clipper Operations and Performance Update](#)

[4ai Clipper Data Clipper Executive Board 2022_10_17](#)

4b. [22-1447](#) Clipper Customer & Non-User Research Survey Results

Update on the key results of the 2022 survey to research Clipper customer and non-user travel behavior and attitudes, focusing on results by subgroup.

Action: Information

Presenter: Helise Cohn

Attachments: [4b Clipper Customer & Non-User Research Survey Results](#)
[4b Attachment A Presentation](#)

5. Executive Director's Report- Kuester**6. Public Comment / Other Business**

*Board Members and members of the public participating by Zoom wishing to speak should use the "raise hand" feature or dial *9. When called upon, unmute yourself or dial *6.*

7. Adjournment / Next Meeting

The next meeting of the Clipper® Executive Board will be held Monday, November 21, 2022, at 1:30 p.m. Any changes to the schedule will be duly noticed to the public.

Public Comment: The public is encouraged to comment on agenda items at Committee meetings by completing a request-to-speak card (available from staff) and passing it to the Committee secretary. Public comment may be limited by any of the procedures set forth in Section 3.09 of MTC's Procedures Manual (Resolution No. 1058, Revised) if, in the chair's judgment, it is necessary to maintain the orderly flow of business.

Meeting Conduct: If this meeting is willfully interrupted or disrupted by one or more persons rendering orderly conduct of the meeting unfeasible, the Chair may order the removal of individuals who are willfully disrupting the meeting. Such individuals may be arrested. If order cannot be restored by such removal, the members of the Committee may direct that the meeting room be cleared (except for representatives of the press or other news media not participating in the disturbance), and the session may continue.

Record of Meeting: Committee meetings are recorded. Copies of recordings are available at a nominal charge, or recordings may be listened to at MTC offices by appointment. Audiocasts are maintained on MTC's Web site (mtc.ca.gov) for public review for at least one year.

Accessibility and Title VI: MTC provides services/accommodations upon request to persons with disabilities and individuals who are limited-English proficient who wish to address Commission matters. For accommodations or translations assistance, please call 415.778.6757 or 415.778.6769 for TDD/TTY. We require three working days' notice to accommodate your request.

可及性和法令第六章: MTC 根據要求向希望來委員會討論有關事宜的殘疾人士及英語有限者提供服務/方便。需要便利設施或翻譯協助者，請致電 415.778.6757 或 415.778.6769 TDD / TTY。我們要求您在三個工作日前告知，以滿足您的要求。

Acceso y el Titulo VI: La MTC puede proveer asistencia/facilitar la comunicación a las personas discapacitadas y los individuos con conocimiento limitado del inglés quienes quieran dirigirse a la Comisión. Para solicitar asistencia, por favor llame al número 415.778.6757 o al 415.778.6769 para TDD/TTY. Requerimos que solicite asistencia con tres días hábiles de anticipación para poderle proveer asistencia.

Attachments are sent to Committee members, key staff and others as appropriate. Copies will be available at the meeting.

All items on the agenda are subject to action and/or change by the Committee. Actions recommended by staff are subject to change by the Committee.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 22-1344 **Version:** 1 **Name:**
Type: Minutes **Status:** Consent
File created: 8/18/2022 **In control:** Clipper Executive Board
On agenda: 10/17/2022 **Final action:**
Title: Minutes of the August 15, 2022 Meeting
Sponsors:
Indexes:
Code sections:
Attachments: [Minutes of the August 15, 2022 Meeting](#)

Date	Ver.	Action By	Action	Result
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Subject:
Minutes of the August 15, 2022 Meeting

Recommended Action:
Board Approval

Attachments:



Meeting Minutes - Draft

Clipper Executive Board

Robert Powers, Chair Carter Mau, Vice Chair
Members

*Bill Churchill, Carolyn M. Gonot, Michael Hursh, Beth Kranda,
Therese W. McMillan, Denis Mulligan, and Jeffrey Tumlin*

Monday, August 15, 2022

1:30 PM

REMOTE

In light of Governor Newsom's State of Emergency declaration regarding COVID 19 and in accordance with the recently signed Assembly Bill 361 allowing remote meetings, this meeting will be accessible via webcast, teleconference, and Zoom for all participants.

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Attendee Link: <https://bayareametro.zoom.us/j/82105550493>

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or +1 646 876 9923 or +1 301 715 8592 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 821 0555 0493

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[https://mtc.ca.gov/how provide public comment board meeting zoom](https://mtc.ca.gov/how-provide-public-comment-board-meeting-zoom)

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1. Call Meeting to Order / Roll Call / Confirm Quorum

Present: 6 - Board Member Mulligan, Board Member Hursh, Chair Powers, Board Member Tumlin, Vice Chair Mau, and Board Member Churchill

Absent: 3 - Board Member McMillan, Board Member Kranda, and Board Member Gonot

Andrew B. Fremier acted as a delegate and voting member of the Board in place of Therese W. McMillan. Actions noted below as "McMillan" were taken by Fremier.

Greg Richardson acted as a delegate and voting member of the Board in place of Carolyn Gonot. Actions noted below as "Gonot" were taken by Richardson.

Kristina Botsford acted as a delegate and voting member of the Board in place of Beth Kranda. Actions noted below as "Kranda" were taken by Botsford.

2. Consent Calendar

2a. [22-1226](#) Minutes of the July 18, 2022 Meeting

Action: Board Approval

Attachments: [2a_Minutes of the July 18, 2022 Meeting](#)

Upon the motion by Board Member Mulligan and second by Board Member Churchill, the Consent Calendar was unanimously approved. The motion carried by the following vote:

Aye: 9 - Board Member Mulligan, Board Member Hursh, Board Member McMillan, Chair Powers, Board Member Tumlin, Board Member Kranda, Vice Chair Mau, Board Member Gonot and Board Member Churchill

3. Approval

- 3a. [22-1229](#) 2022 Amended and Restated Clipper® Memorandum of Understanding (MOU)

2022 Amended and Restated Clipper Memorandum of Understanding (2022 MOU), updated to capture changes required to support the operation of the Next Generation Clipper (C2) System, including cost-sharing agreements for the System Integrator, Customer Service Center, Payment Services, and Fare Media Fulfillment Contracts.

Action: Board Approval

Presenter: Carol Kuester

Attachments: [3a 2022 Clipper Amended and Restated Memorandum of Understanding](#)
[3ai New Amended Restated MOU 220809 final](#)

The following individuals spoke on this Item:
Aleta Dupree.

Upon the motion by Board Member Mulligan and second by Board Member Hursh, 2022 Amended and Restated Clipper® Memorandum of Understanding (MOU) was adopted. The motion carried by the following vote:

Aye: 9 - Board Member Mulligan, Board Member Hursh, Board Member McMillan, Chair Powers, Board Member Tumlin, Board Member Kranda, Vice Chair Mau, Board Member Gonot and Board Member Churchill

4. Information

- 4a. [22-1227](#) Clipper® Schedule and Implementation Update

Update on key developments related to the implementation of the current and Next Generation Clipper system (C2).

Action: Information

Presenter: Jason Weinstein

Attachments: [4a Clipper Schedule and Implementation Update](#)
[4ai CEB Status Report 2022-08-15](#)
[4aii Clipper Next Generation Equipment Pilot Installation Pictures](#)

The following individuals spoke on this Item:
Aleta Dupree.

4b. [22-1228](#) Current Clipper® Operations and Performance Update

Update on current Clipper system operations and performance; Clipper staff last updated the Clipper Executive Board (CEB) on the ongoing work and projects related to the current Clipper system at the July 2022 meeting.

Action: Information

Presenter: Jason Weinstein

Attachments: [4b Current Clipper Operations and Performance Update](#)
[4bi July Clipper Data Clipper Executive Board](#)

The following individuals spoke on this Item:
Adena Levin, Seamless Bay Area; and
Aleta Dupree.

5. Executive Director’s Report

6. Public Comment / Other Business

The following individuals spoke on this Item:
Aleta Dupree.

6a [22-1322](#) Public Comments

7. Adjournment / Next Meeting

The next meeting of the Clipper® Executive Board will be held Monday, September 19, 2022, at 1:30 p.m. Any changes to the schedule will be duly noticed to the public.



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 22-1385 **Version:** 1 **Name:**

Type: Contract **Status:** Committee Approval

File created: 8/25/2022 **In control:** Clipper Executive Board

On agenda: 10/17/2022 **Final action:**

Title: Proposed 2023 Clipper® Executive Board Meeting Calendar
Request Board Approval of Proposed 2023 Clipper Executive Board Meeting Calendar

Sponsors:

Indexes:

Code sections:

Attachments: [3a Proposed 2023 CEB Meeting Calendar memo](#)
[3ai Proposed 2023 CEB Calendar](#)

Date	Ver.	Action By	Action	Result
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Subject:

Proposed 2023 Clipper® Executive Board Meeting Calendar

Request Board Approval of Proposed 2023 Clipper Executive Board Meeting Calendar

Presenter:

Edward Meng

Recommended Action:

Board Approval

Attachments:

Clipper® Executive Board

October 17, 2022

Agenda Item 3a

Proposed 2023 Clipper® Executive Board Meeting Calendar

Subject:

Request Board Approval of Proposed 2023 Clipper Executive Board Meeting Calendar.

Background:

Per the Clipper Executive Board Procedures Manual adopted by the Board in February 2016, the Board adopts a regular board meeting calendar annually. The proposed 2023 Clipper Executive Board Calendar is shown in Attachment A. Please note that the calendar does not contain information on the physical location of the Board meetings, as they will continue to be held by webcast indefinitely depending on the status of shelter-in-place orders and the suspension of the Brown Act.

Staff recommends that the Board change to meeting on the 4th Monday of each calendar month from 1:30 to 3:00 pm, except when that day falls on a holiday (December 2023). Currently, there are no listed conflicts with other major MTC meetings or American Public Transportation Association (APTA) events posted as of October 17, 2022. There are no posted meeting dates for the Conference of Minority Transportation Officials (COMTO), California Transit Association (CTA), or Women's Transportation Seminar (WTS) to accommodate at this time.

Issues:

None identified.

Recommendation:

Staff recommends that the Board adopt the Proposed 2023 Clipper Executive Board Calendar as shown in Attachment A.

Attachments:

- Attachment A: Proposed 2023 Clipper® Executive Board Calendar



Carol Kuester



Proposed 2023 Clipper® Executive Board Calendar

YELLOW highlighted dates Clipper Executive Board Meetings, **BLUE** highlighted dates MTC Holidays

JANUARY

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

FEBRUARY

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4
5	6	7	8	9	10	11

MARCH

S	M	T	W	T	F	S
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

APRIL

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

MAY

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

JUNE

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

JULY

S	M	T	W	T	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

AUGUST

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

SEPTEMBER

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

OCTOBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

NOVEMBER

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

DECEMBER

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18*	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Regularly Scheduled: 4th Monday, 1:30 pm – 3:00 pm (*3rd Monday, 1:30 pm – 3:00 pm)



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 22-1546 **Version:** 1 **Name:**

Type: Contract **Status:** Committee Approval

File created: 9/23/2022 **In control:** Clipper Executive Board

On agenda: 10/17/2022 **Final action:**

Title: Clipper® Contract Change Order Amendment - Clipper Card Procurement: Cubic Transportation Systems, Inc. (\$2,000,000)

Request for approval of a Change Order Amendment for procurement of Clipper cards: Cubic Transportation Systems, Inc. (Cubic) (\$2,000,000)

Sponsors:

Indexes:

Code sections:

Attachments: [3b Change Order Amendment – Clipper Card Procurement Cubic Transportation Systems](#)

Date	Ver.	Action By	Action	Result
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Subject:

Clipper® Contract Change Order Amendment - Clipper Card Procurement: Cubic Transportation Systems, Inc. (\$2,000,000)

Request for approval of a Change Order Amendment for procurement of Clipper cards: Cubic Transportation Systems, Inc. (Cubic) (\$2,000,000)

Presenter:

Jason Weinstein

Recommended Action:

Board Approval

Attachments:

Clipper® Executive Board

October 17, 2022

Agenda Item 3b

Clipper® Contract Change Order Amendment – Clipper Card Procurement: Cubic Transportation Systems, Inc. (\$2,000,000)

Subject:

Request for approval of a Clipper® Contract Change Order Amendment for procurement of Clipper cards: Cubic Transportation Systems, Inc. (Cubic) (\$2,000,000).

Background:

Since its inception, the Clipper program has issued nearly eight million cards. Demand has remained steady with the program issuing approximately 175,000 new adult cards each month. This amendment is intended to be the last order of cards for the current card-based Clipper system.

The Clipper program partially offsets the cost of cards by charging most adults a \$3 card acquisition fee. In the early years of the program, there was no charge for Clipper cards, but transit operators encountered a loss of revenue due to some customers taking one ride and then disposing of the card with a negative balance. After the card fee was instituted, this loss was measurably reduced.

MTC does not recoup the full cost of producing a card with the \$3 card acquisition fee. With current supply chain issues, the actual cost of each card is approximately \$2.25, while the program cost of issuing each card is approximately \$1.85, bringing the total cost of issuing a new card to approximately \$4.10. Funds from the \$3 card fee will be used to partially fund this Change Order Amendment. The funds in this Change Order Amendment were fully contemplated in the Two-Year Budget and Work Plan approved by the Board in May 2022. The funds for this proposed change order amendment are currently available in the Clipper card fee account.

Issues:

None identified

Recommendation:

Staff recommends that the Board approve a Clipper Contract Change Order Amendment with Cubic in an amount not to exceed \$2,000,000, to produce Clipper cards for distribution to customers.

Attachments:

None.



Carol Kuester

Request for Board Approval

Summary of Proposed Contract Change Order Amendment

Contractor: Cubic Transportation Systems
Oakland, CA

Work Project Title: Clipper Card Procurement (Clipper Contract Change Order 145 Amendment)

Purpose of Project: To procure Clipper cards


Brief Scope of Work: Under this Change Order Amendment, Cubic will purchase Clipper cards as directed by MTC. This Amendment adds funds to an already existing Change Order.

Project Cost Not to Exceed: \$2,000,000 (this Change Order Amendment)
Total contract value including amendments before this amendment = \$182,191,808
Total contract amount with this amendment = \$184,191,808

Funding Source: Clipper cardholder administrative fees, STP, CMAQ, STA, STP Exchange, Regional Measure 2 Capital and Regional Measure 2 Operating, Regional Measure 3, SB1 State of Good Repair

Fiscal Impact: Funds available from the Clipper card fee account and in the 2022-23 MTC agency budget.

Motion by Board: That the Clipper Contract Change Order No. 145 Amendment with Cubic Transportation Systems, Inc. for the purposes described above and in the Clipper Executive Director's summary sheet dated October 17, 2022, is hereby approved by the Clipper Executive Board.

Clipper Executive Board: 
Robert Powers, Chair

Approved: October 17, 2022



Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 22-1347 **Version:** 1 **Name:**

Type: Report **Status:** Informational

File created: 8/18/2022 **In control:** Clipper Executive Board

On agenda: 10/17/2022 **Final action:**

Title: Current Clipper® Operations and Performance Update

Update on current Clipper system operations and performance; Clipper staff last updated the Clipper Executive Board (CEB) on the ongoing work and projects related to the current Clipper system at the August 2022 meeting.

Sponsors:

Indexes:

Code sections:

Attachments: [4a Current Clipper Operations and Performance Update](#)
[4ai Clipper Data Clipper Executive Board 2022 10 17](#)

Date	Ver.	Action By	Action	Result
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Subject:

Current Clipper® Operations and Performance Update

Update on current Clipper system operations and performance; Clipper staff last updated the Clipper Executive Board (CEB) on the ongoing work and projects related to the current Clipper system at the August 2022 meeting.

Presenter:

Jason Weinstein

Recommended Action:

Information

Attachments:

Clipper® Executive Board

October 17, 2022

Agenda Item 4a

Current Clipper® Operations and Performance Update

Subject:

Update on current Clipper system operations and performance; Clipper staff last updated the Clipper Executive Board (CEB) on the ongoing work and projects related to the current Clipper system at the August 2022 meeting.

Background:

Transaction and Sales

In September 2022, Clipper processed nearly 12 million transactions and settled around \$20 million in revenue. BART offered 50% fares during September. Vacaville continued to offer fare-free travel due to COVID-19.

Mobile App Performance and Usage

Regarding Clipper mobile app and ridership with the use of mobile cards:

- Over 342,000 plastic cards have been transferred to mobile wallets, and over 711,000 new mobile cards have been created.
- Customers have now taken approximately 19.4 million trips using Clipper mobile cards. This represents about 14% of the total trips taken with Clipper since the mid-April 2021 launch. This percentage continues to increase, and, for the month of September 2022 alone, around 21% of Clipper trips were taken using a mobile card.

Regarding Clipper START:

- Over 17,000 applications have been submitted through September 2022, with over 15,000 approved.
- As of September 2022, over 11,000 unique Clipper START cards had been used.
- Of the over 1,258,000 Clipper START trips taken since the program launched, over 170,000 were taken using a virtual card. This represents around 13% of Clipper START trips.

Customer Service Update

- There are currently six (6) Customer Service Representatives (CSRs) in training.
- Current CSRs taking only primary calls: 9
- Current CSRs taking primary/escalation calls: 27
- Total CSRs taking calls: 38
- Total CSRs: 44 (2 CSRs on leave)

Quarterly Fare Change Deadline

- As discussed during the November 15, 2021, CEB meeting, Cubic has requested fare changes occur on a quarterly schedule to limit demands on development and testing resources as work continues porting first generation Clipper business rules to the new devices and developing the Next Generation Account-based System.
- For March 31, 2023 fare changes, Cubic has set a deadline of Tuesday, January 3, 2023 for receiving any fare change requests.

Issues:

None identified.

Recommendations:

Information.

Attachments:

- Attachment A: Clipper System Transaction and Revenue & Mobile App Performance and Usage Charts and Figures



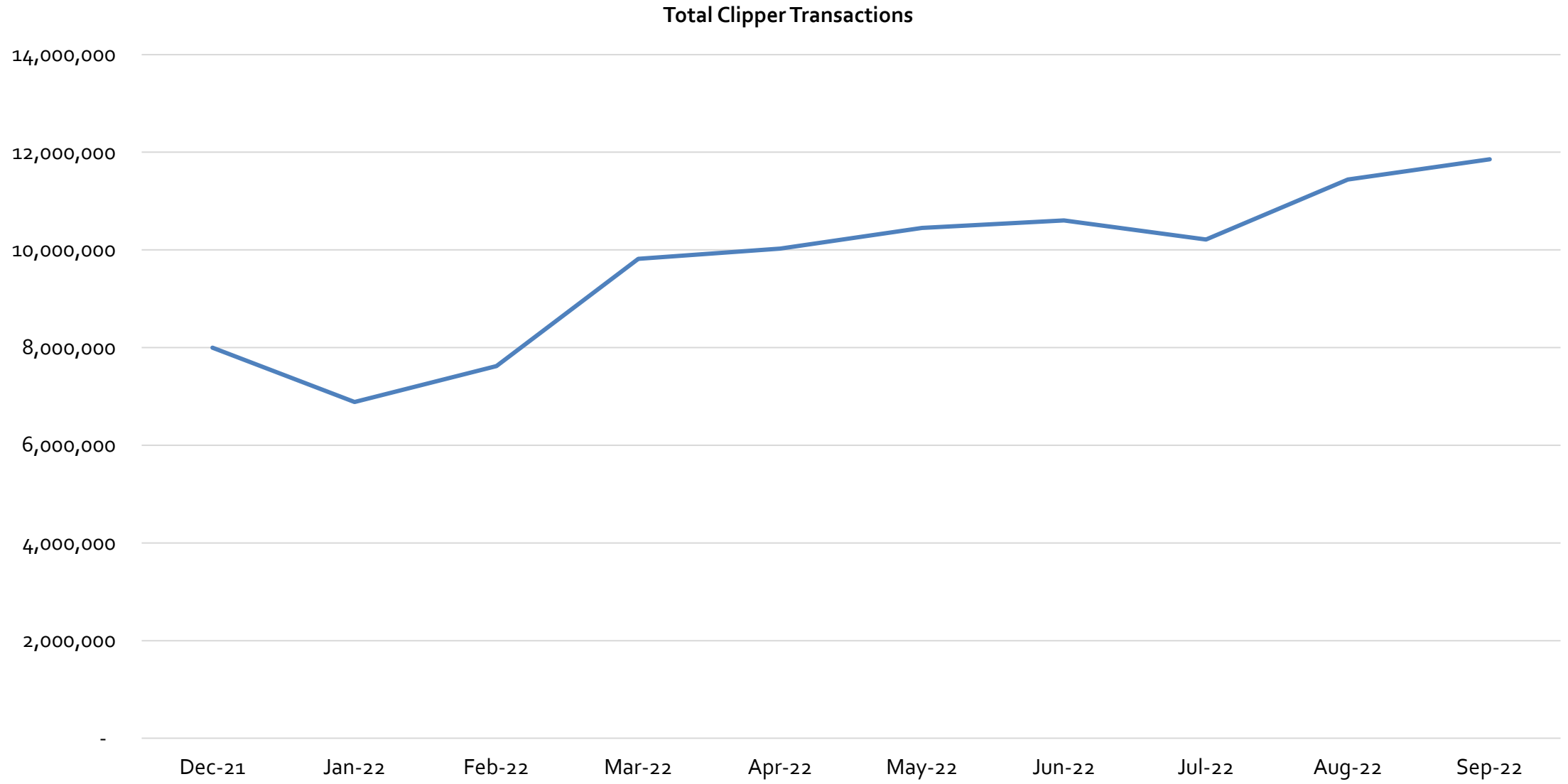
Carol Kuester



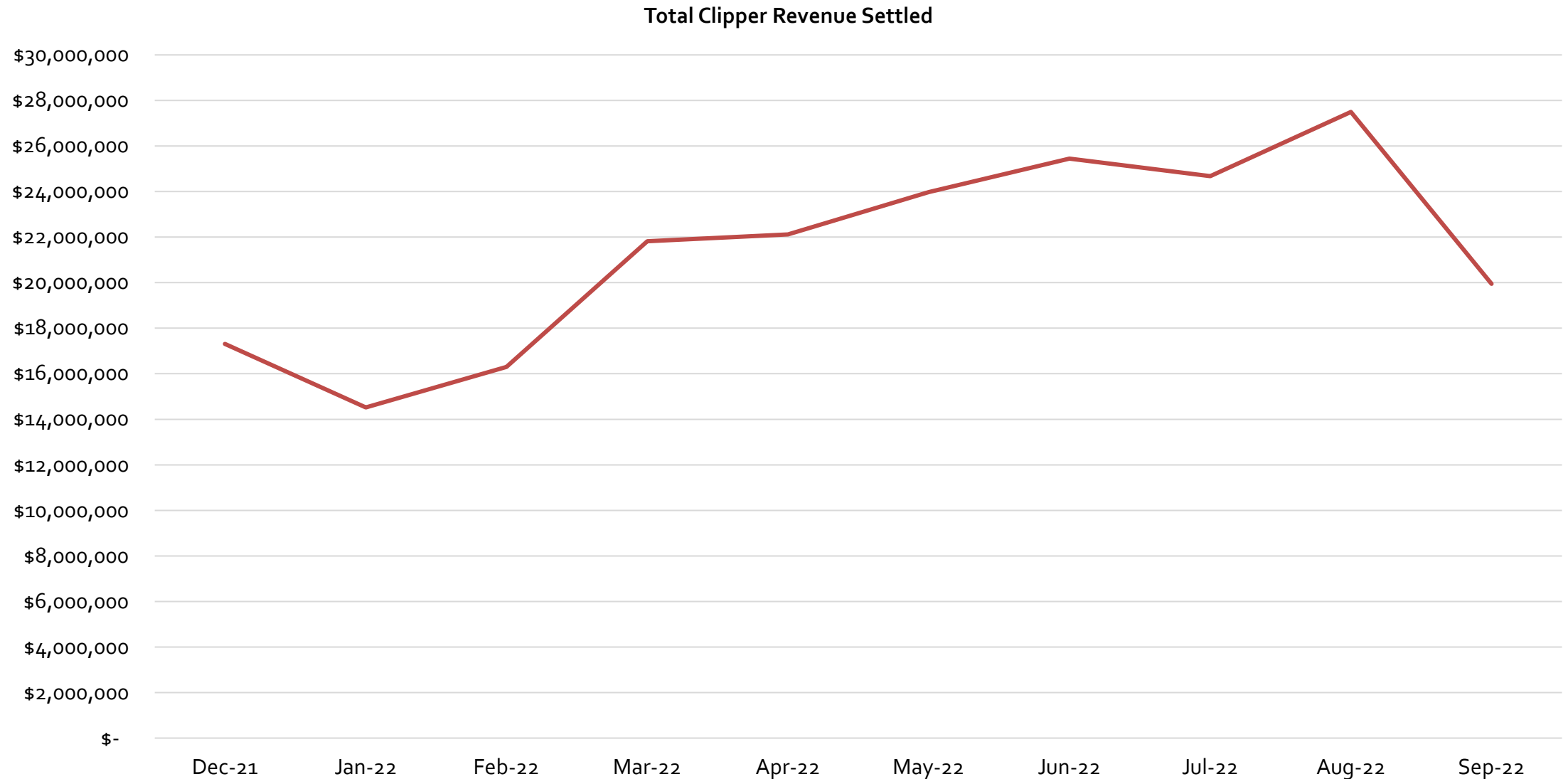
Clipper® System Transaction and Revenue & Mobile App Performance and Usage

Charts and Figures
Clipper Executive Board
October 17, 2022

Total Clipper Transactions



Total Clipper Revenue Settled



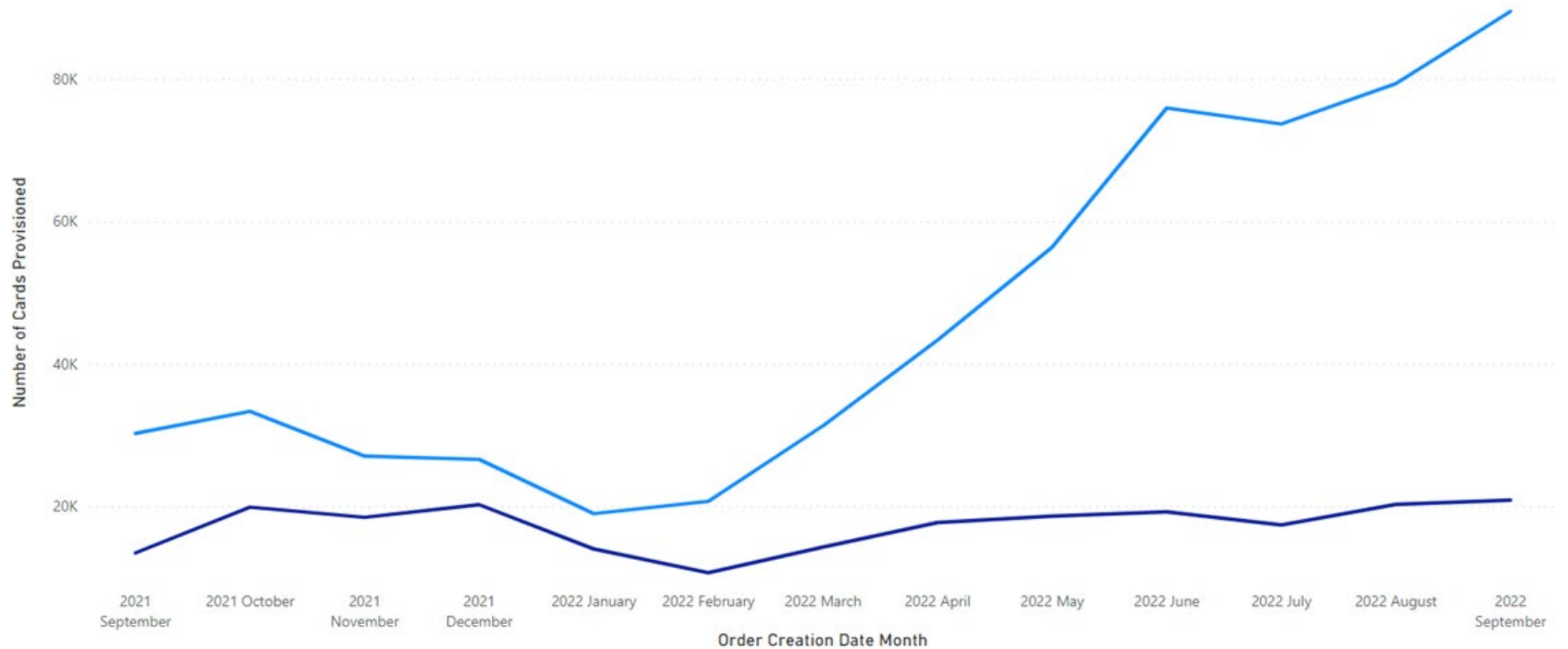
Note: Total Clipper Revenue Settled was down due to BART's 50% off fare promotion



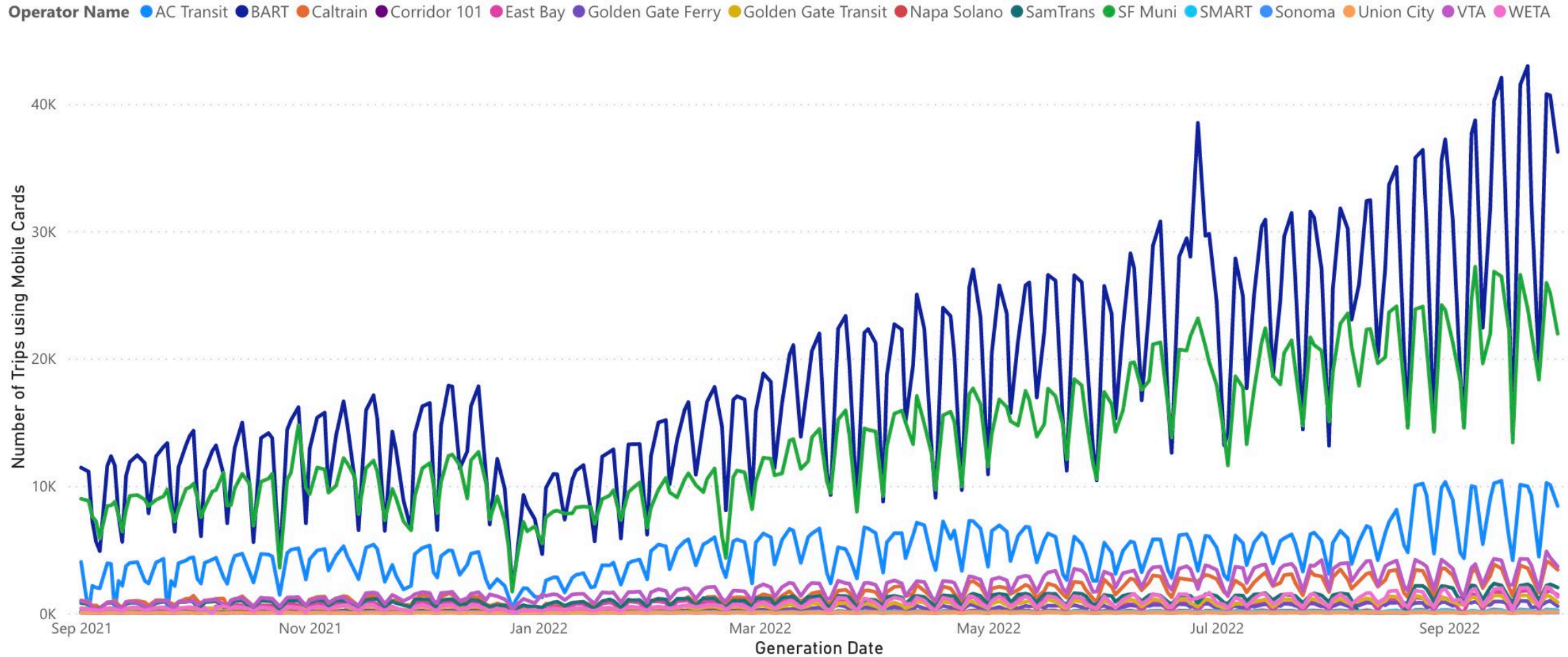
Number of Mobile Cards Provisioned by Year, Month, and Transaction Type

Number of Cards Provisioned by Year, Month and Transaction Type

Transaction Type ● New Card Issue ● Physical to Mobile Migration



Number of Trips Made with Mobile Cards by Generation Date and Operator Name



Number of Trips Using Mobile Cards, Number of Clipper Trips, and Percent Mobile Card Trips for Each Operator since April 2021 & Just September 2022

Since April 2021 Launch

Operator Name	Number of Trips using Mobile Cards	Number of Clipper Trips	Percent Mobile Card Trips
AC Transit	2,115,085	17,164,036	12.32%
BART	8,009,585	50,859,276	15.75%
Caltrain	697,877	2,721,123	25.65%
Corridor 101	22,866	138,297	16.53%
East Bay	274,607	2,154,061	12.75%
Golden Gate Ferry	164,716	910,580	18.09%
Golden Gate Transit	268,398	1,251,071	21.45%
Napa Solano	55,496	378,957	14.64%
SamTrans	463,656	4,381,327	10.58%
SF Muni	6,080,759	43,498,505	13.98%
SMART	41,284	354,195	11.66%
Sonoma	8,866	46,199	19.19%
Union City	16,632	159,553	10.42%
VTA	873,021	9,447,329	9.24%
WETA	325,572	1,164,743	27.95%
Total	19,418,420	134,629,252	14.42%

Just September 2022

Operator Name	Number of Trips using Mobile Cards	Number of Clipper Trips	Percent Mobile Card Trips
AC Transit	247,800	1,394,366	17.77%
BART	962,653	4,155,091	23.17%
Caltrain	86,386	249,582	34.61%
Corridor 101	2,113	11,573	18.26%
East Bay	33,773	178,326	18.94%
Golden Gate Ferry	23,230	91,714	25.33%
Golden Gate Transit	31,092	101,981	30.49%
Napa Solano	5,326	23,980	22.21%
SamTrans	55,213	347,025	15.91%
SF Muni	671,940	3,159,324	21.27%
SMART	5,513	33,560	16.43%
Sonoma	989	4,592	21.54%
Union City	2,055	13,913	14.77%
VTA	100,899	761,206	13.26%
WETA	41,812	111,151	37.62%
Total	2,270,794	10,637,384	21.35%





Metropolitan Transportation Commission

375 Beale Street, Suite 800
San Francisco, CA 94105

Legislation Details (With Text)

File #: 22-1447 **Version:** 1 **Name:**

Type: Report **Status:** Informational

File created: 8/31/2022 **In control:** Clipper Executive Board

On agenda: 9/19/2022 **Final action:**

Title: Clipper Customer & Non-User Research Survey Results

Update on the key results of the 2022 survey to research Clipper customer and non-user travel behavior and attitudes, focusing on results by subgroup.

Sponsors:

Indexes:

Code sections:

Attachments: [4b Clipper Customer & Non-User Research Survey Results](#)
[4b Attachment A Presentation](#)

Date	Ver.	Action By	Action	Result
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Subject:

Clipper Customer & Non-User Research Survey Results

Update on the key results of the 2022 survey to research Clipper customer and non-user travel behavior and attitudes, focusing on results by subgroup.

Presenter:

Helise Cohn

Recommended Action:

Information

Attachments:

Clipper Customer & Non-User Research Survey Results

Subject:

Update on the key results of the 2022 survey to research Clipper customer and non-user travel behavior and attitudes, focusing on results by subgroup.

Background:

Every two years, the Clipper program conducts a survey of Bay Area transit customers. The purpose of this effort is to understand current Clipper user satisfaction, transit habits, attitudes, and opinions of Clipper customers, as well as to identify barriers to using Clipper and to gauge potential for future usage among non-users.

Key Findings:

The surveys were offered in English, Spanish, Chinese and Vietnamese. Respondents were screened for transit ridership: 1,932 Clipper customers and 596 non-Clipper users completed interviews for a total of 2,528 completed interviews.

Clipper Customers

- Satisfaction among Clipper users remains very high across users on all agencies and across different demographic categories. Nearly all (97 percent) of Clipper users say they would recommend it to a friend.
- Mobile card adoption has been very strong with 18–39-year-olds, male and SFMTA riders.
- By agency, mobile card satisfaction is highest with AC Transit, SamTrans and VTA riders.
- By demographic groups, mobile card satisfaction is highest with Black and Latinx users and users over 50 years old.

Non-Clipper User Transit Riders

- Most non-Clipper users are employed and/or female.
- Those over 65 years old and/or living in the North Bay are the least familiar with Clipper.

Qualitative Research

- Overall, Clipper customers were highly satisfied with the program, including mobile card users. Many cited the convenience of an integrated payment method as the top benefit of Clipper.
- Among non-Clipper users, there is room for wider Clipper adoption as transit riders receive more information, dispelling their misperceptions about the program.

Next Steps

Research results were used to develop the latest mobile campaign and to prepare for the transition to Next Generation Clipper.

The Clipper user, non-user and qualitative research reports are available to interested parties. The next Clipper research effort will be in 2024 with planning expected to begin in late 2023.

Issues:

None identified.

Recommendations:

Information.

Attachments:

- Attachment A: Appendix A



Carol Kuester



Clipper[®] Customer & Non-User Research Results

Clipper Executive Board Meeting

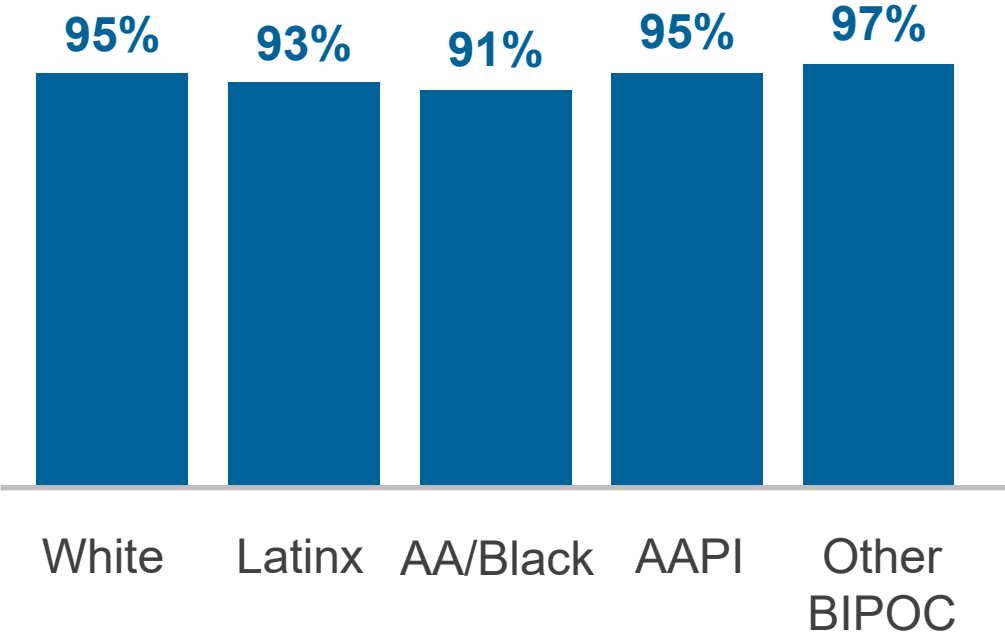
October 17, 2022



Clipper[®] Users

Satisfaction Among Clipper Users

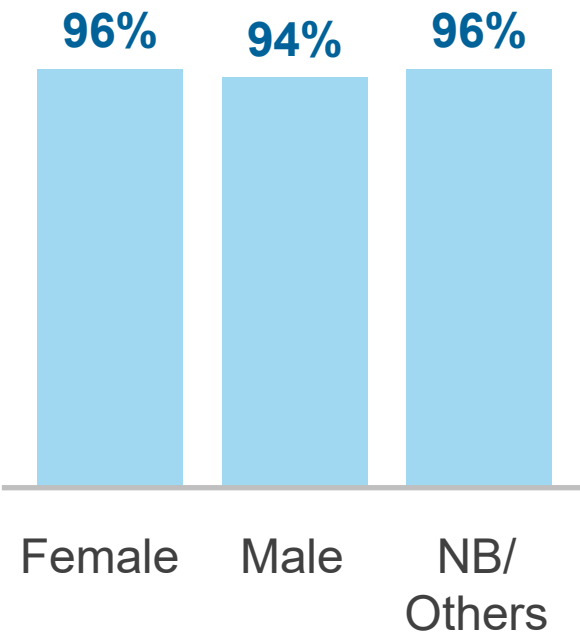
Ethnicity



Income

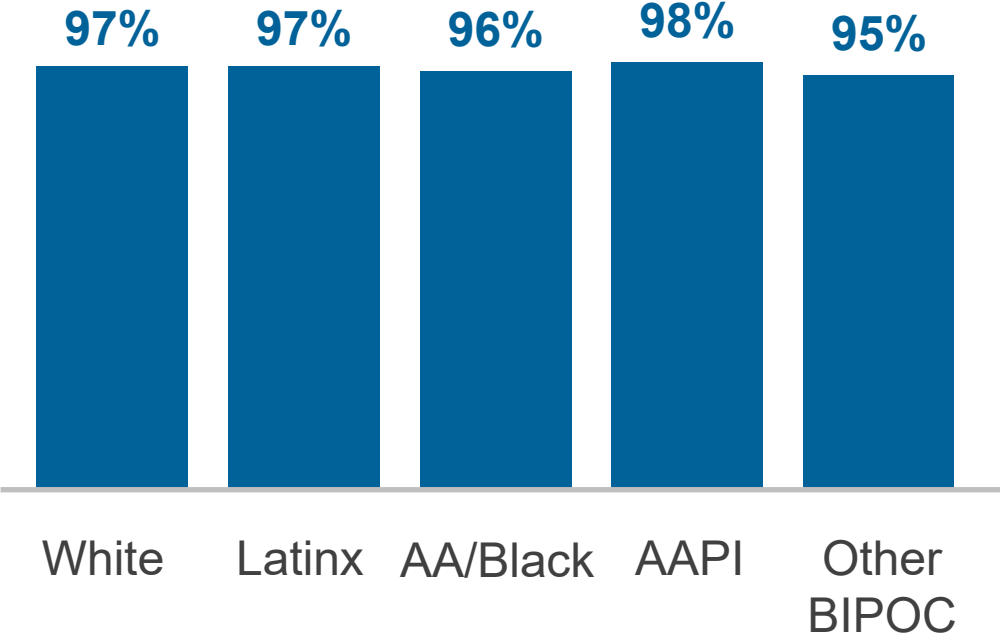


Gender



Recommend Clipper to Other Transit Riders

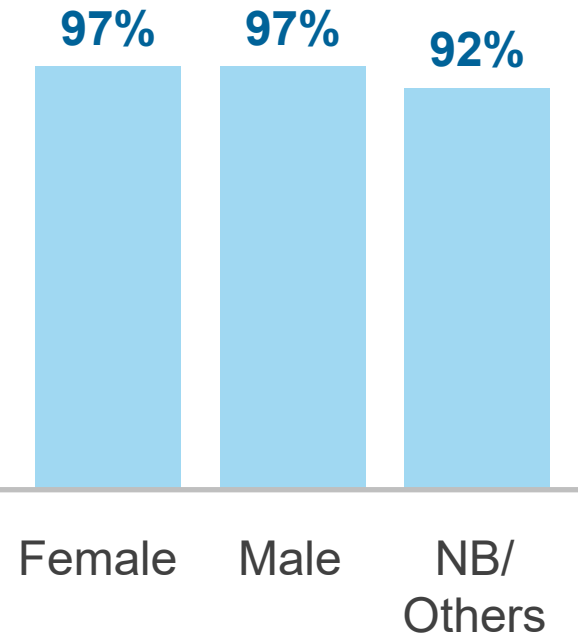
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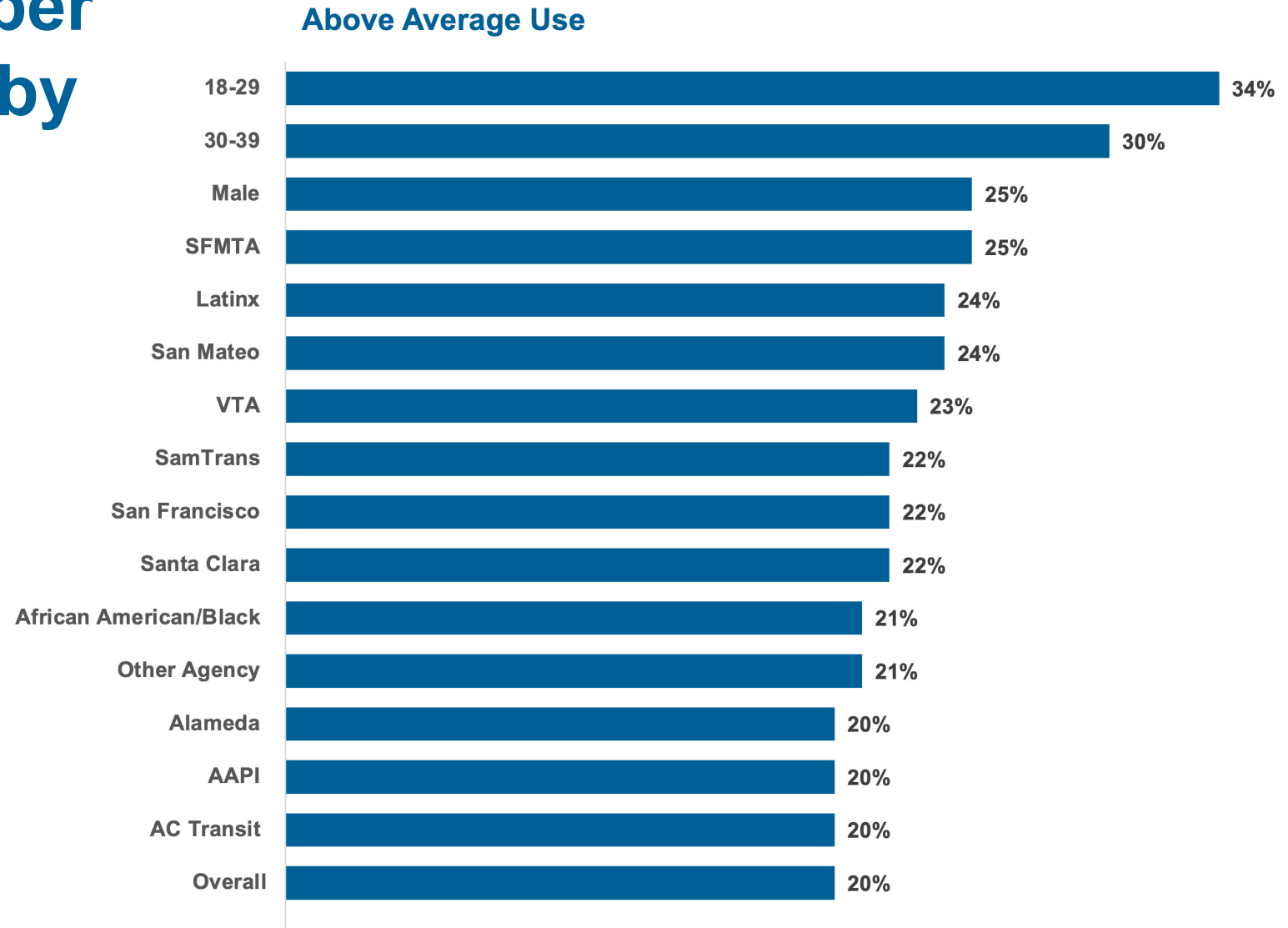
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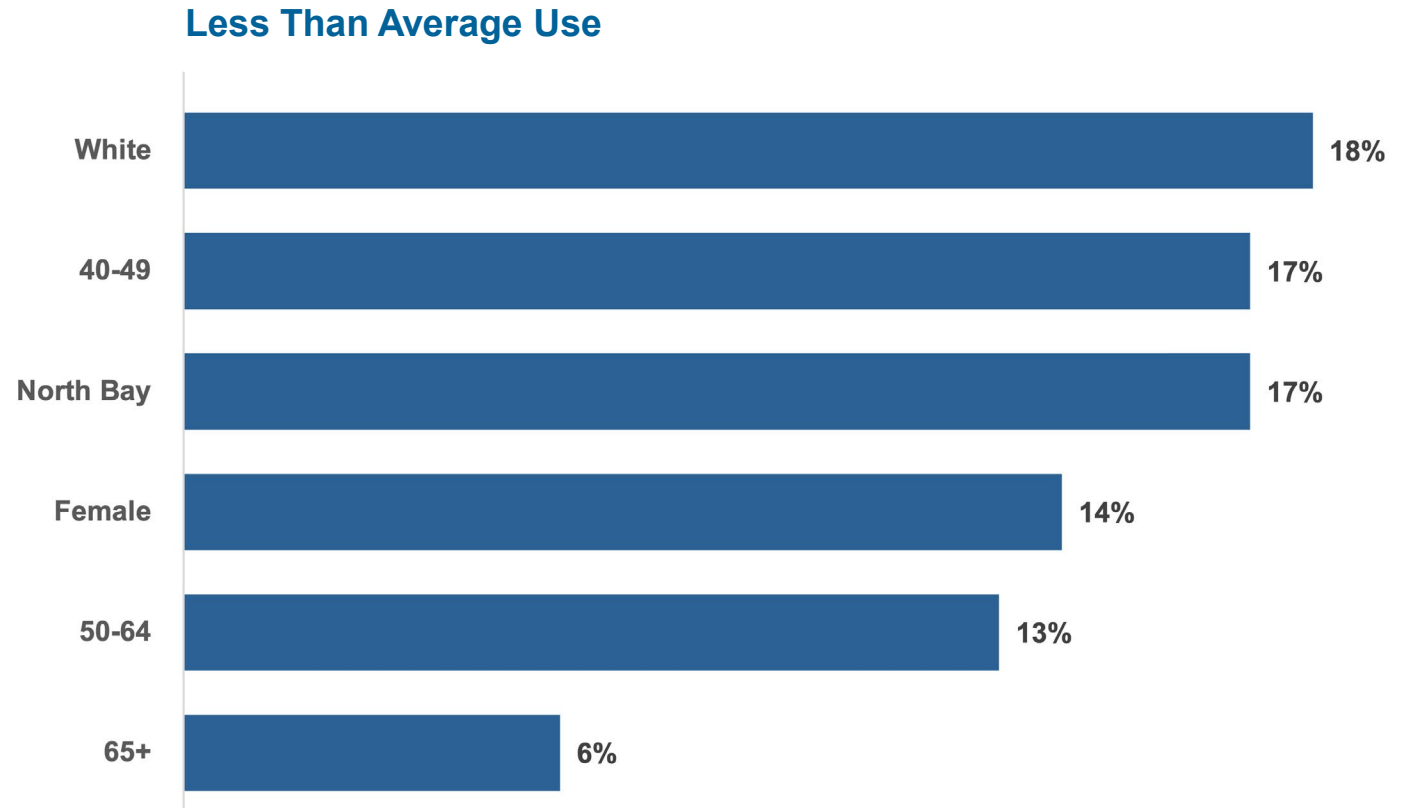
Gender



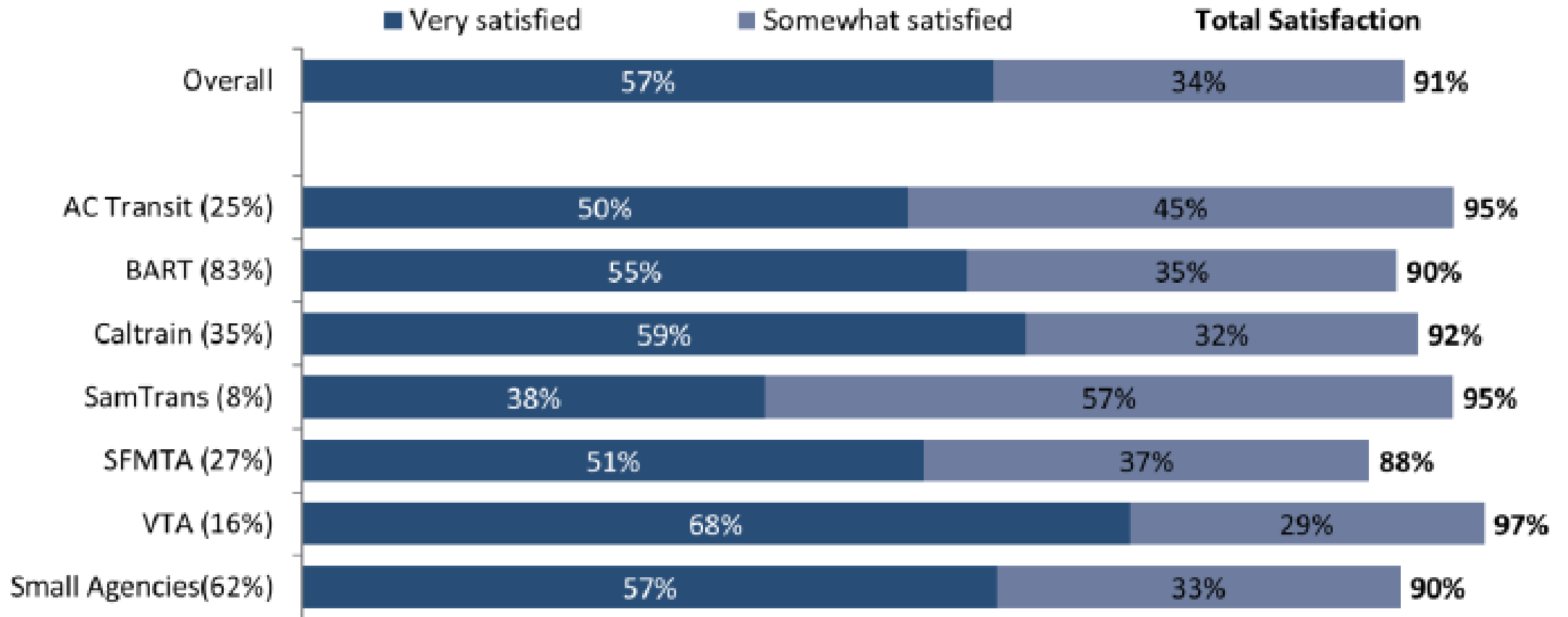
Mobile Clipper Customers by Subgroup



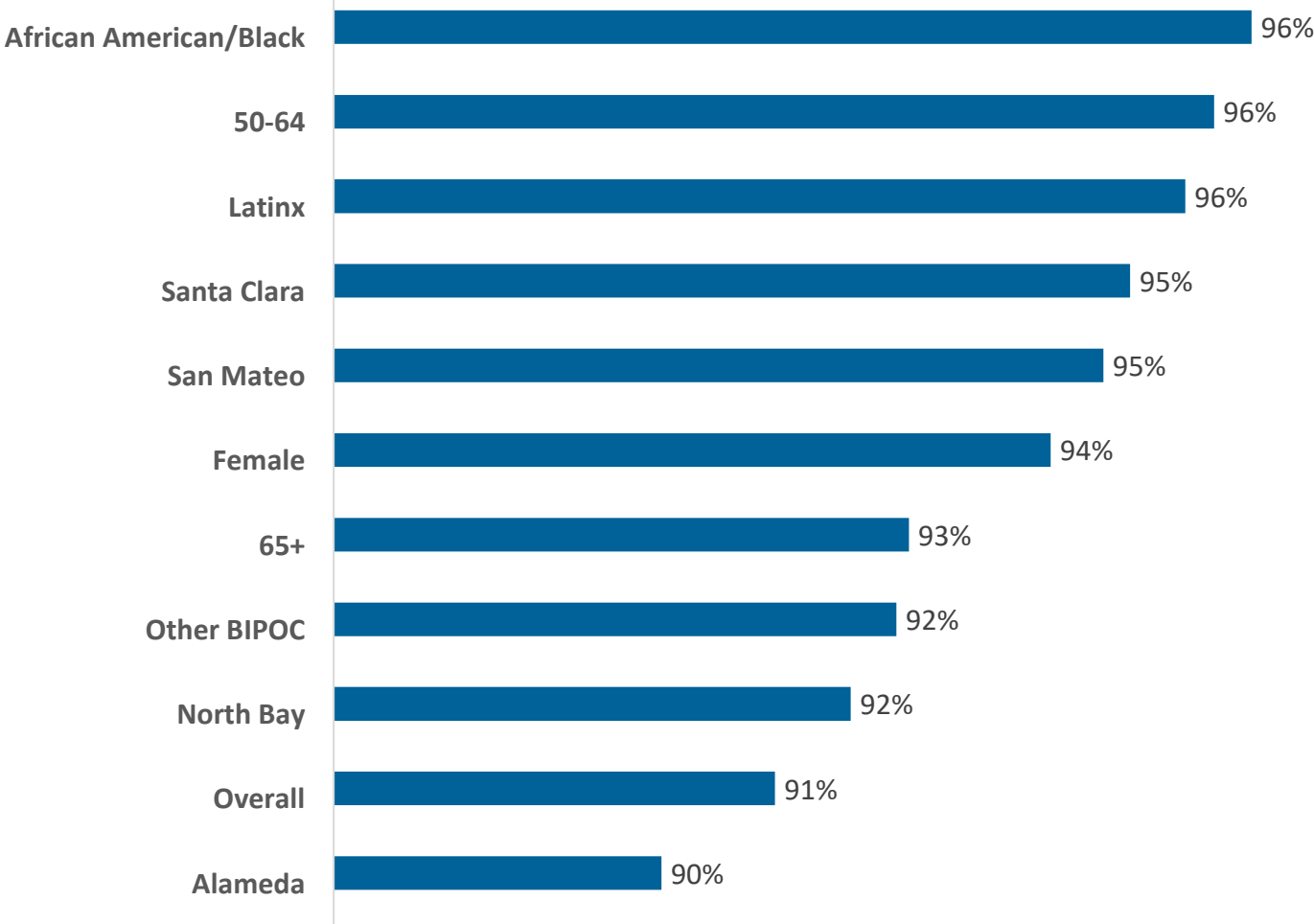
Mobile Clipper Customers by Subgroup



Satisfaction with Mobile Card by Agency



Mobile Card Satisfaction by Subgroup

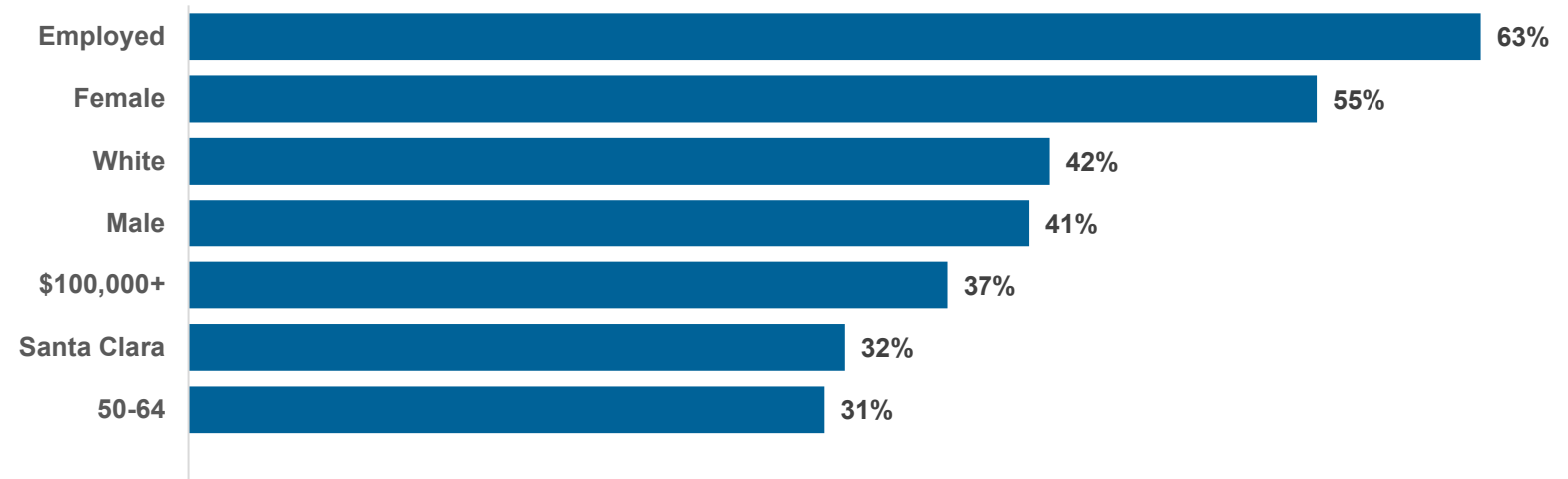




Non-Clipper[®] Users

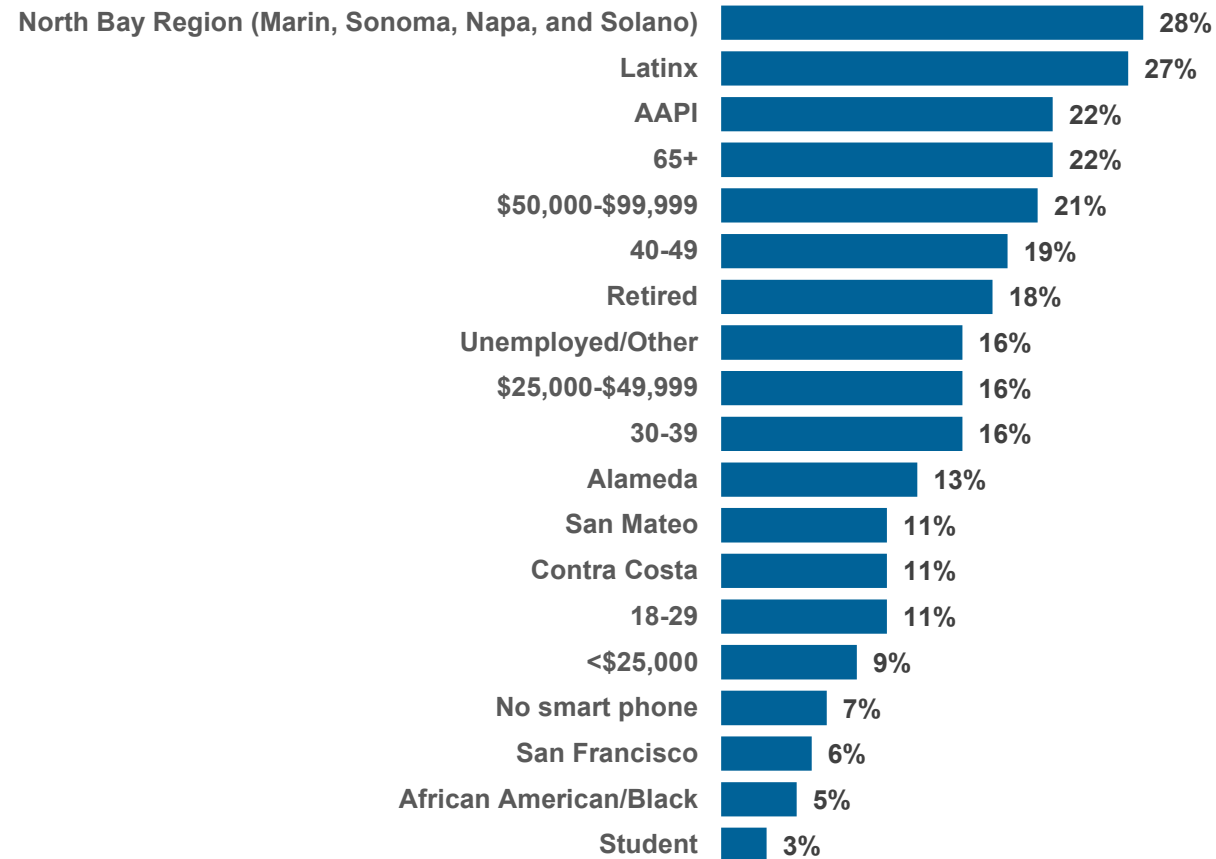
Non-User Demographics

Top Characteristics

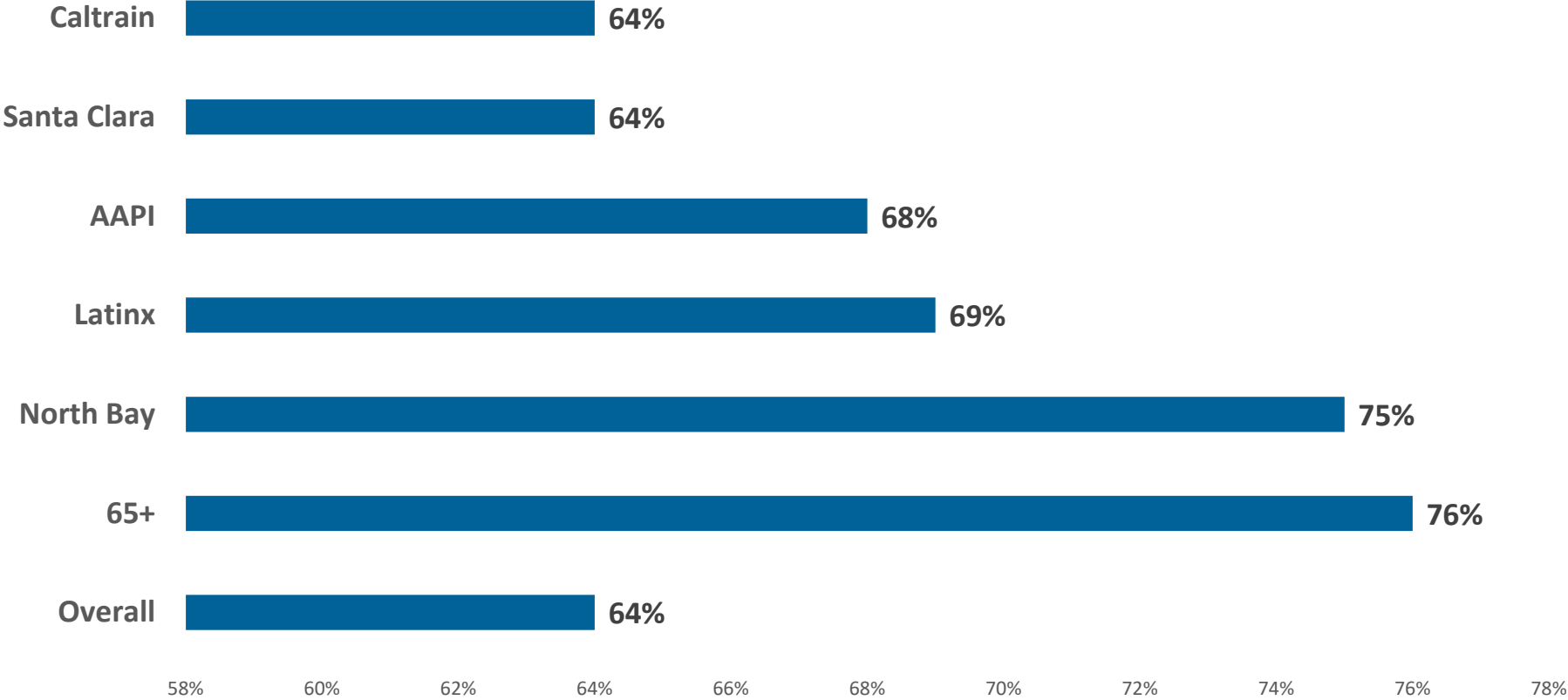


Non-User Demographics

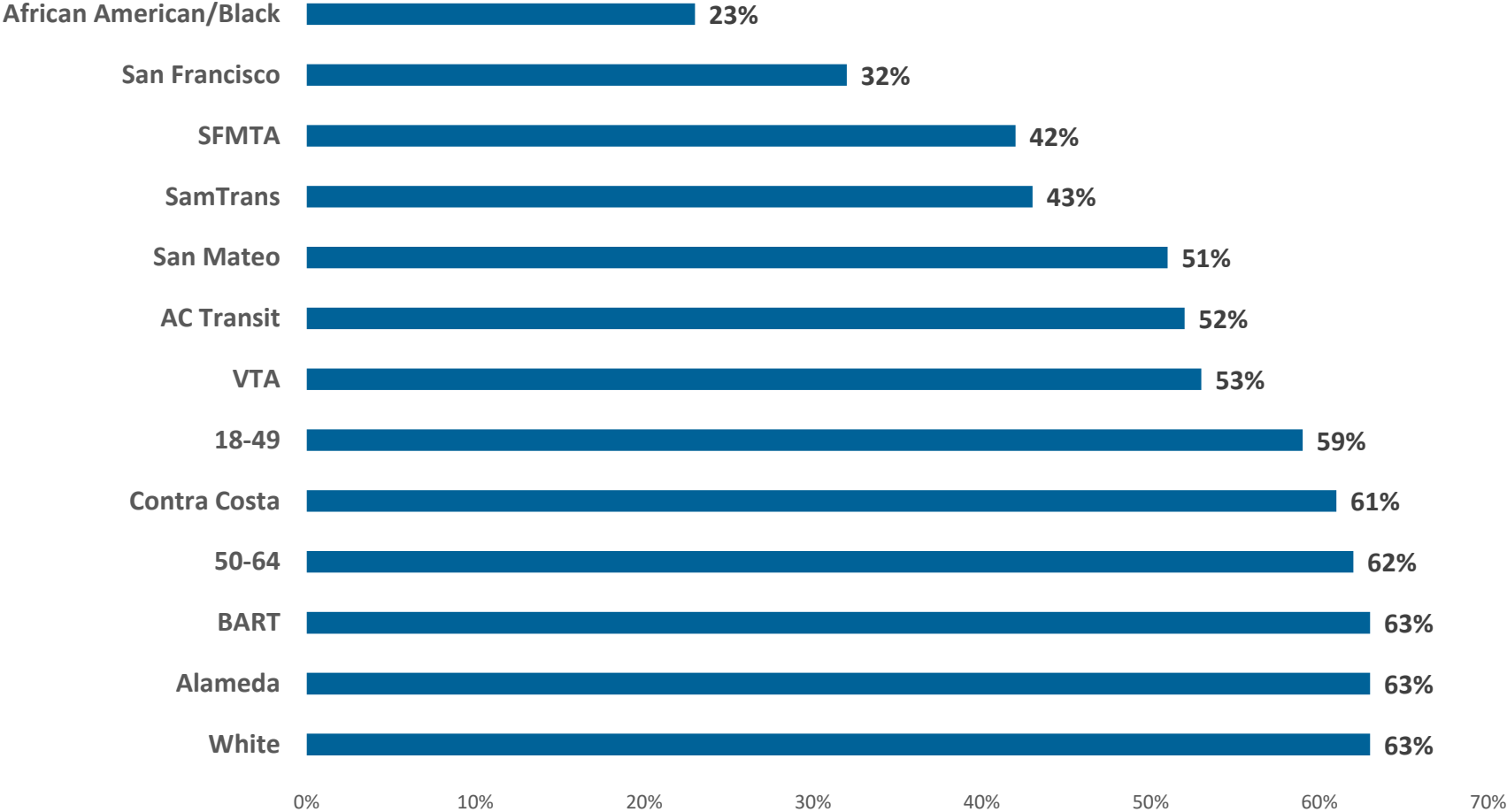
Less Likely Characteristics



Most Unfamiliar Subgroups



Least Unfamiliar





Qualitative Research Results

Findings Summary: Clipper Users

- Clipper customers are highly satisfied
- Most problems and challenges cited are not related to Clipper
- Open to new ways to manage their cards
- Room for plastic card users to switch to mobile
- Would use the Clipper app if the benefits were better understood
- Many mobile customers also want to use plastic



Findings Summary: Non-Clipper Users

- Non-users know little about Clipper
- Misperceptions more prevalent among English speakers
- Non-English speakers have a general lack of information
- Providing more and accurate information encourages Clipper adoption
- A clear financial incentive would also help
- The mobile payment option is an added benefit
- The benefits of the Clipper App are less clear



Findings Summary: Unhoused Riders

- Clipper usage was near-universal.
- Heavy reliance on Clipper cards to pay fares
- High cost of transit fares is a barrier.
- Most frequently use ticket machines at BART stations to add value.
- Card registration is a very appealing feature.
- Low mobile card awareness.
- Concern about replacing a plastic card with a mobile card.



Conclusions

- More and accurate information spurs interest in Clipper features
- There's room to increase mobile card adoption
- Riders need help differentiating between the mobile card, the app and the website.
- Card registration is a real benefit to transit riders experiencing homelessness.



Next steps

- Development of campaigns to promote mobile cards.
- Prep for transition to Next Generation Clipper
- The Clipper user, non-user and qualitative research reports are available.
- Next research effort will be in 2024; planning likely to begin in late 2023.



Questions?

Helise Cohn

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