

## **APPENDIX M**

## Attachment B

### Clipper Activities, April through December 2014

#### Retail Campaign, March-June 2014

In spring 2014, MTC conducted a campaign intended to educate transit riders in low-income areas about local stores where they could add value to their Clipper cards. We provided incentives, offering “gifts” for those who came in to one of the targeted stores to add value to a Clipper card. Our focus was on low-income, limited English proficient Bay Area transit riders who travel close to targeted, underperforming Clipper retailers. We conducted 33 outreach events in Oakland, San Leandro, Redwood City, Emeryville and East Palo Alto, handing out 900 cards and card sleeves with local retailer(s) locations and a coupon for the giveaways. We placed media close to transit stops (transit shelter posters and billboards) and also sent direct mail to selected neighborhoods.

#### Summer Casual Rider Campaign, May-July 2014

In a campaign targeting riders going to sporting events and other summertime activities, MTC ran a campaign featuring ads on desktop and mobile websites and Facebook. We also conducted 38 outreach events at “origin” BART stations for baseball and soccer game attendees farmers’ markets, street fairs and other summer activities, distributing 4,077 Clipper cards.

#### Autoload Campaign, June-July 2014

In spring 2014, MTC launched a campaign promoting the convenience of Autoload on Clipper. Our goals were to increase usage of Autoload and Clipper among current and new transit riders. We ran advertising on desktop and mobile websites, as well as Facebook. These were accompanied by BART car cards and KQED radio sponsorships. We also placed decals on ticket machines for most operators and held 44 outreach events, distributing 1,118 Clipper cards. We made 5,649 customer contacts, primarily promoting Autoload.

#### AC Transit Fare Change, June 2014

AC Transit made significant changes to their fare policy on July 1, eliminating transfers, introducing a day pass, and reducing the cash fare for Clipper customers. MTC supported AC Transit’s efforts by hold 12 outreach events at heavily trafficked transit centers. MTC distributed 214 Clipper cards. Outreach teams made 1,360 customer contacts at these events, answering questions and assisting transit riders in using Clipper.

#### Marin Transit Launch, August 2014

Clipper launched on local Marin Transit routes in August 2014. Promotion was focused on providing customer education about how to use Clipper on the service, with a new brochure about Clipper on Golden Gate Transit/Marin Transit making its debut. MTC also provided



signage for vehicles and will be following up with a focused outreach effort targeting Spanish speaking Marin Transit customers in early spring 2015.

### **Napa/Solano Transit Operators Launch, November 2014**

Clipper launched on Fairfield-Suisun Transit (FAST), SolTrans, The VINE and Vacaville City Coach on November 3. The Vallejo/San Francisco route of San Francisco Bay Ferry also began accepting Clipper on November 3. In addition to signage on vehicles, in stations and at ticket offices, MTC conducted 17 outreach events at transit centers and hubs, distributing 1,215 cards and making 2,830 customer contacts. Materials were produced in English and Spanish, with some materials for SolTrans including Tagalog translations. We will be following up the launch with a focused effort targeting low-income and limited English-proficient riders in March 2015; this campaign will include community-based outreach in addition to transit center and hub outreach.



**Get Clipper now!**  
¡Obtenga Clipper ahora! Kumuha ng Clipper Ngayon!

**Now accepted on:**  
Ahora se acepta en: Tinatanggap na ngayon sa:

- ▶ FAST
- ▶ SolTrans
- ▶ Vacaville City Coach
- ▶ The VINE

CLIPPER YOUR ALL-IN-ONE TRANSIT CARD

[clippercard.com](http://clippercard.com) | 877.878.8883

### **Holiday Casual Rider Campaign, December 2014**

This campaign focused on people going to holiday events in San Francisco and consisted of digital and station advertising as well as sponsorship of the Embarcadero Ice Rink. Starting December 5 and running through December 31, MTC held 28 outreach events and distributed 3,648 Clipper cards. Outreach teams made 7,368 customer contacts at these events, answering questions and assisting transit riders in using Clipper.


## Attachment C Clipper Activities, January through June 2015

### Future of Clipper Public Input, December 2014-March 2015

In preparation for the completion of the current Clipper contract in 2019, MTC and the transit operators are collaborating on a long-range planning process designed to position Clipper to best serve customers' transportation needs as the program moves into its third decade. To give the public an opportunity to weigh in on what they would like to see in the next-generation system, MTC and the transit operators embarked on a public input process. The public input opportunity was announced on December 1, 2014, and included an online survey in multiple languages, email and phone input, stakeholder outreach and presentations at public meetings. Activities for the first phase wrapped up in early March 2015.

Clipper program managers developed a website, FutureofClipper.com, which provided a brief overview of Clipper along with a short description of the next-generation planning process and a link to the online survey, which was offered in English, Spanish and Chinese. Both the website and the survey encouraged speakers of other languages to contact a specially designated phone line to leave an open-ended comment. MTC and the transit operators worked together to promote the survey and other opportunities for public input.

The survey received 7,607 responses, and 2,905 left more detailed comments. Clipper staff reached out to targeted individuals who either represent larger groups (such as disability advocates) or potential future partners. A total of 18 interviews took place. MTC set up a special email address and a special phone line to receive comments. Between December 1, 2014 and March 1, 2015, 91 people left comments through these channels.



**Help us plan the future of Clipper.**

**We are planning for the next generation of Clipper,** the reloadable card you can use to pay fares on many Bay Area transit systems. Technical improvements can bring the Clipper system up to date, but we are also exploring more ways people can use Clipper and how to make it more convenient for a wide range of travelers.

What can we do to improve Clipper?

**Take the survey today!**  
Online at [futureofclipper.com](http://futureofclipper.com).  
Available until January 15, 2015.

Or share your feedback at [feedback@futureofclipper.com](mailto:feedback@futureofclipper.com) or 510.817.5680.

**Estamos planeando la próxima generación de Clipper:** la tarjeta recargable que puede usarse para pagar tarifas en muchos sistemas de transporte público del Área de la Bahía. Las mejoras técnicas pueden actualizar el sistema de Clipper, pero también estamos explorando otras maneras en las que se pueda usar Clipper y cómo hacerla más conveniente para una amplia gama de viajeros. ¿Qué podemos hacer para mejorar Clipper?

**¡Responda la encuesta hoy!**  
En Internet, visite [futureofclipper.com](http://futureofclipper.com).  
Encuesta disponible hasta el 15 de enero de 2015.

O comparta sus opiniones en [feedback@futureofclipper.com](mailto:feedback@futureofclipper.com) o al 510.817.5680.

**我們正在規劃新一代 Clipper,** 可用以在舊金山灣區的許多大眾運輸系統上支付車費的充值卡。科技的進步能使 Clipper 系統保持最先進的狀態, 不過我們也在尋求更多使用 Clipper 的方式, 以及如何使它更便於各種各樣的乘客使用。我們如何能改進 Clipper?

**今天就參與調查吧!**  
造訪 [futureofclipper.com](http://futureofclipper.com) 上網參與。  
調查有效期至 2015 年 1 月 15 日。

或通過 [feedback@futureofclipper.com](mailto:feedback@futureofclipper.com) 或 510.817.5680 分享您的反饋意見。

**Chúng tôi đang trù tính cách thiết kế Clipper đời sắp tới,** loại thẻ tải thêm tiền được mà quý vị có thể sử dụng để trả tiền vé tại nhiều hệ thống vận chuyển của Vùng Vịnh. Những cải tiến kỹ thuật có thể hiện đại hoá hệ thống Clipper hơn, nhưng chúng tôi cũng đang khảo sát nhiều cách khác nữa để khách hàng có thể sử dụng Clipper và làm cách nào cho Clipper trở nên tiện lợi hơn đối với số lượng rất lớn hành khách từ khắp nơi. Chúng tôi có thể làm gì để cải tiến Clipper?

**Hãy trả lời bảng thăm dò ý kiến ngay hôm nay!**  
Trực tuyến tại [futureofclipper.com](http://futureofclipper.com).  
Bảng thăm dò ý kiến sẵn có cho đến ngày 15, tháng 01 năm 2015.

Hoặc chia sẻ ý kiến phản hồi của bạn về địa chỉ [feedback@futureofclipper.com](mailto:feedback@futureofclipper.com) hoặc gọi số 510.817.5680.

**CLIPPER YOUR ALL-IN-ONE TRANSIT CARD**

**Take-Ones Promoting Future of Clipper Public Input**

### **Low-Income/Limited English Proficiency Campaign, April-June 2015**

MTC is conducting a campaign to educate low-income and Spanish-speaking transit riders on the six local bus services in Napa, Solano and Marin counties about how to use Clipper. The campaign kicked off at the beginning of April 2015 and will run through June 2015. MTC produced ads in English and Spanish for placement in newspapers and digital media. We produced interior card cards for all bus agencies. We also produced separate handouts for Napa/Solano and Marin. The Napa/Solano handout focused on places to add value. The Marin handout is a “quick start” guide. We have scheduled 18 transit center outreach events and have completed 11 to date, distributing 700 cards and making 1,700 contacts. We also are in the middle of conducting 13 outreach events at community-based organizations designed to reach the target audience.



**Sample Low-Income/Limited English Proficiency Campaign Ad**

### **Commuter Benefit Campaign, April-May 2015**

MTC ran an advertising campaign to promote Clipper with commuter benefits this spring. The primary target audiences of this campaign were people who are new to transit benefits or who get transit benefits but don't understand the additional perks of getting them on Clipper (sometimes additional savings, but always more convenience).



**Sample Commuter Benefits Campaign Ad**

The goal was to get these audiences to switch to using their transit benefits with Clipper. Secondary goals are to (1) educate transit riders about Clipper and transit benefits in general, so if someone has the option to get transit benefits, they might be more willing to sign up—ideally to use in conjunction with Clipper—in the future and (2) encourage those with transit benefits to consider getting a transit benefit debit card to set up Autoload (with a back-up funding source, of course). Venues for the campaign were digital desktop ads, digital mobile and audio ads, Facebook ads and BART car cards. The creative conveyed the simple equation that Clipper plus transit benefits equals savings. We added a new hero graphic to the desktop and mobile clippercard.com sites and did a complete overhaul of the information on these sites.

### Clip Rap Video Campaign, June 2015

We are running a 4-week public education campaign featuring a new video of Clip—the Clipper mascot—telling people in rap all the places they can use Clipper. Our goal is to increase awareness of the multiple services where people can use Clipper. The campaign includes desktop and mobile “pre-roll” ads (video is automatically shown prior to user-selected content) and Facebook ads. Below are several screenshots from the video. At the end of the campaign, we will post the video on the Bay Area Clipper YouTube channel ([www.youtube.com/user/BayAreaClipper](http://www.youtube.com/user/BayAreaClipper)).



Screenshots from Clip Rap Video

### Summer Casual Rider Campaign, June 2015

We have found early summer to be a good time to reach occasional transit riders, so we are conducting outreach prior to three A’s games (at origin stations), before a Warriors game (at the Coliseum station), at West Oakland BART to catch City-goers on weekends, and at the San Francisco Ferry Building and Embarcadero BART/Muni station on Saturdays to catch farmers market attendees. We participated in a Sunday Streets event in early June and are educating people about Clipper at two Juneteenth events in San Francisco and Berkeley.

## Attachment C Clipper® Activities, July through December 2015

### Clipper® Transit Agency Launches, November 2015

The primary customer outreach activity during the first and second quarters was the launch of Clipper® on County Connection, Tri Delta Transit, WestCAT and Wheels on November 1.

MTC produced interior car cards in English and Spanish for all bus agencies as well as a new full *Clipper® on County Connection, Tri Delta Transit, WestCAT and Wheels* brochure to help customers learn how to use Clipper® on these agencies and a take-one piece that serves as a quick-start guide—these were also both in English and Spanish. Additional print materials include a decal for bus windows, a decal for ticket office windows and a card sleeve with “get started” information (see examples.) Car cards and take-ones were distributed on buses beginning November 1.



**Ticket office window decal**

MTC updated the Clipper® website with information about the four new operators, adding their products to the list of available products and promoting the wider availability through graphics on the website as well as through social media. In coordination with the transit operators, MTC distributed a news release to English- and Spanish-language media outlets on October 29 announcing that operators plan to begin accepting Clipper® for payment on Sunday, November 1.



**East Bay launch interior car card  
(on inside of buses)**

MTC conducted 11 outreach events in support of the East Bay launch. Pairs of English/Spanish bilingual Clipper® ambassadors distributed 588 adult Clipper® cards and three senior Clipper® cards. They also made an additional 1,519 connections with customers. This means answering questions, providing assistance and otherwise helping customers understand better what Clipper® is and how to use it. MTC is planning a second phase of outreach to coincide with a paid advertising campaign, which will include bus exteriors, transit shelters, BART station ads, radio, English and Spanish digital, and print.

### **VTA Day Pass Elimination Campaign, November 2015**

VTA is eliminating paper day passes effective January 1, 2016. While VTA is conducting their own public education through advertising, they requested support for in-person outreach. MTC initiated the first phase of an outreach campaign to educate VTA customers who have been buying paper day passes about how to use day passes on Clipper®. We held five outreach events that resulted in distribution of 112 Clipper® cards and nearly 600 additional customer contacts. We plan to conduct an additional 20 events next month. The events were staffed by Clipper® ambassadors who speak Spanish and Vietnamese as well as English, and materials were produced in English, Spanish, Vietnamese and Chinese.

### **Customer Research, November 2015**

MTC contracted with a research firm to conduct a Clipper® customer intercept survey; interviews took place in November 2015. The interviews were part of a research effort to explore customer satisfaction and other perceptions about Clipper®; the first phase was a quantitative survey. The project also includes a qualitative element, which the research firm will execute in February. MTC will produce a final report on all research efforts in the spring. Bilingual interviewers were deployed where appropriate, but when they could not accommodate customers who wished to give feedback, they were provided with information about how to do so via a telephone interview.



## Attachment B Clipper Activities, January through May 2016

### Clipper Transit Agency Launches, January-March 2016

We completed the launch of Clipper on County Connection, Tri Delta Transit, WestCAT and Wheels and then launched Clipper on three agencies in Sonoma County: Sonoma County Transit, Santa Rosa CityBus and Petaluma Transit.

In addition to updating the *Clipper in Marin and Sonoma Counties* brochure, MTC produced interior car cards in English and Spanish for all bus agencies as well as a take-one piece that serves as a quick-start guide—these were also in both English and Spanish. Additional print materials include a decal for bus windows, a decal for ticket office windows and a card sleeve with “get started” information.

MTC updated the Clipper website with information about the three new operators, adding their products to the list of available products and promoting the wider availability through graphics on the website as well as through social media. In coordination with the transit operators, MTC distributed a news release to English- and Spanish-language media outlets announcing that operators plan to begin accepting Clipper for payment.

MTC conducted 20 outreach events in support of the Sonoma County launch. Pairs of English/Spanish bilingual Clipper ambassadors distributed 268 adult Clipper cards and one senior Clipper card. They also made an additional 608 connections with customers. This means answering questions, providing assistance and otherwise helping customers understand better what Clipper is and how to use it. A paid advertising campaign included bus exteriors, transit shelters, BART station ads, radio, English and Spanish digital, and print. A sample of a transit shelter ad is above.

### Spring Clipper Campaign, May-June 2016

On May 1, MTC launched a spring campaign. The primary goal of the campaign is to acquire new Clipper users and, correspondingly, increase overall Clipper market share. At the same time, we want to continue extending the reach of Clipper to low-income and limited English-proficient audiences. While the campaign has a regional reach, it also has a special focus on the AC Transit and SamTrans service areas. The campaign includes bus interior cards, exterior cards, transit shelter ads, digital and mobile ads, sponsorship of A’s and Giants games on Comcast, more than 40 outreach events, social media and creation of a special landing page making it easier to get and add value to a card. Creative examples are on the following page.



### Pay for the bus with Clipper

The secure, reusable transit payment card

- ▶ Automatically calculates the right fare and transfers
- ▶ Keeps your cash and passes safe

### Pagar por el autobús con Clipper

La tarjeta segura y reutilizable  
de pago de transporte público

- ▶ Calcula automáticamente la tarifa correcta  
y los trasbordos
- ▶ Mantiene a salvo su efectivo y sus pases

Use Clipper on / Utilice Clipper etc.    

clippercard.com | 877.878.8883

Sonoma Launch Transit Shelter

# Spring Campaign Graphics

PAGA COMO NOSOTROS.  
VIAJA COMO TÚ.



No importa quién eres o cómo viajas, Clipper es mejor que efectivo. Únete a un millón de usuarios de transporte público con tu tarjeta Clipper - Disponible en tiendas participantes de Whole Foods Markets, Walgreens o en ClipperForAll.com



適用於每個人，  
隨處皆通用。



不論你是何人，搭乘何種車，Clipper (路路通) 卡遠勝於使用現金。現在就加入灣區百萬通車乘客可由加盟店 Walgreens, Whole Foods商店 或 ClipperForAll.com 購得路路通卡。



Interior car cards

MADE FOR EVERYONE.  
ACCEPTED EVERYWHERE.



No matter who you are or how you ride, using Clipper is better than using cash. Join a million transit riders by getting your Clipper card at participating Walgreens, Whole Foods Market stores, or ClipperForAll.com



PAGA COMO NOSOTROS. VIAJA COMO TÚ.




Obtén tu tarjeta en tiendas participantes de Whole Foods Markets, Walgreens o en ClipperForAll.com.

搭不同的車，用相同的付款方式。




您可以在Walgreens, Whole Foods商店, 或ClipperForAll.com購得Clipper (路路通) 卡。

Bus kings

RIDE DIFFERENT. PAY THE SAME WAY.




Get your card at Walgreens, Whole Foods Market stores, or ClipperForAll.com

### **Customer Research, November 2015**

As reported in December 2015, MTC contracted with a research firm to conduct a Clipper customer intercept survey; interviews took place in November 2015. The second phase, a qualitative element, was delayed and is now being executed. MTC will produce a final report on all research efforts in the summer. The qualitative element involves follow-up phone calls to people who said they would participate in additional research.

### **Future of Clipper, Ongoing**

MTC is updating the FutureofClipper.com website, in multiple languages, to let people know that they can continue to provide input into the design of the next-generation Clipper system on an ongoing basis. The website was created as part of a public engagement process that featured a limited-time survey, but those who are interested can still provide input in multiple languages via a special voicemail box and email.

### **Community-Based Organization Free Card Distribution**

As a policy, MTC provides cards with no fee to community-based organizations serving low-income and limited English-proficient individuals. Normally, the per-card fee is \$3. Since January, MTC has approved the distribution of free cards to the following organizations:

<b>Organization</b>	<b>Quantity</b>
San Francisco Superior Court	50
Bayside Adventist Christian School	30
Contra Costa County Department of Education	30
Chabot College	N/A*
The Suitcase Clinic	Up to 50
Project Vision	60
Palo Alto City Library	20
Hospitality House	N/A*
City College of San Francisco	800

\*These organizations have requested and received approval to order on an ongoing basis.

## Attachment D Clipper Activities, June through September 2016

### SFMTA Fare Differential Campaign

We completed planning and initiated outreach activities for a customer campaign announcing SFMTA's new single-ride discount for Clipper customers, effective January 1, 2017. The campaign combines a paid advertising element – including pre-roll video (the ads that play before online videos), digital banner ads and paid Facebook video ads. We developed a 30-second animated ad for this purpose. We are producing car cards in English, Spanish, Chinese and Tagalog, as well as new decals on Muni Metro ticket machines in English, Spanish, Chinese, Tagalog, Vietnamese, Korean and Russian.

We are conducting 62 outreach events to distribute cards to low-income and limited English-proficient individuals on SFMTA routes with high cash usage and high incidence of usage by target audiences, with 28 “ride-along” events completed in October and November 2016. Results for this first round of events are below. We will share final results for this campaign in the January-June 2017 report.

Event	Route#	Route Name	Cards Distributed	Customer Contacts
1	14/14L	Mission	78	198
2	9/9L	San Bruno	20	68
3	47	Van Ness	13	162
4	31	Balboa	3	48
5	38	Geary	38	88
6	28/28L	19th Ave.	13	209
7	29	Sunset	29	82
8	24	Divisadero	16	217
9	27	Bryant	8	64
10	49	Van Ness/Mission	22	205
11	14/14L	Mission	45	208
12	23	Monterey	20	75
13	8/8A/8X	Bayshore Express	6	120
14	28/28L	19th Ave.	17	194
15	5	Fulton	14	191
16	54	Felton	9	110
17	12	Folsom-Pacific	7	58
18	9/9L	San Bruno	1	22
19	17	Parkmerced	26	64
20	19	Polk	3	56
21	108	Treasure Island	23	206
22	44	O'Shaughnessy	20	72
23	28/28L	19th Ave.	11	209
24		Daly City BART	26	83
25	29	Sunset	14	196
26	14/14L	Mission	60	131
27	19	Polk	24	67
28	108	Treasure Island	28	188
		<b>TOTAL</b>	<b>594</b>	<b>3,591</b>

### **TransForm Low-Income Card Distribution Partnership**

As shared with the Equity & Advisory Subcommittee in November 2016, MTC was invited to partner on a new mobility improvement project by TransForm, a leading nonprofit transportation advocacy organization in the San Francisco Bay Area. TransForm was awarded a grant from Just Transit SF to develop an incentive system that helps people – especially low-income and transit-dependent residents – find better and more affordable transportation options in the San Francisco region. As part of that system, TransForm is giving out pre-loaded Clipper cards with incentives for setting up automatic reloading. MTC is providing an initial 1,000 cards at no fee. TransForm and MTC hope to help low-income riders take advantage of discounts on Muni fares and transfer more easily between Muni and connecting transit agencies.

### **Future of Clipper, Phase 2**

MTC developed a plan for Phase 2 of public engagement on C2, the next-generation Clipper system. Phase 1 was completed in fiscal year 2014-15 and included an online opt-in survey, selected stakeholder interviews, presentations at regional and transit agency advisory group meetings, and opportunities to submit comments via email and phone. It also included creation of the FutureofClipper.com website, in multiple languages, as the central resource for public engagement opportunities for Clipper and to let people know that they can provide input into the design of the next-generation Clipper system on an ongoing basis.

Phase 2 will include another online opt-in survey, an in-person survey of customers using cash or other non-Clipper methods to pay fares, additional stakeholder interviews, focus groups, opportunities to review highlights of the draft request for proposals (RFP) for a system integrator for industry review and provide comments, and opportunities to provide general comments through email and phone.

### **Community-Based Organization Free Card Distribution**

As a policy, MTC provides cards with no fee to community-based organizations serving low-income and limited English-proficient individuals. Normally, the per-card fee is \$3. Since July, MTC has approved the distribution of free cards to the following organizations:

<b>Organization</b>	<b>Quantity</b>
Department of Veteran Affairs*	up to 350
Oakland Housing Authority	125
Community Housing Partnership – Solutions SF	20
Teach for America	14
Notre Dame de Namur University*	220
Mentoring in Medicine and Science	20

\*These organizations have requested and received approval to order on an ongoing basis.

## Clipper Activities, October 2016 to June 2017

### SFMTA Fare Differential Campaign

MTC worked closely with SFMTA on a campaign to promote the new fare differential on Muni, effective January 1, 2017 – adult customers can now receive a 10 percent discount on single rides if they pay their fares with Clipper instead of cash (youth, senior and disabled riders will receive a 20 percent discount). We conducted a pre-campaign round of outreach events in October-November and launched a broader campaign on January 3. The campaign included:

**Advertising:** A four-week advertising campaign ran throughout January featuring pre-roll video –a short, 30-second animated spot that ran before people watched selected online video content – plus a banner ad that ran on targeted websites. We supplemented these with additional ads on Facebook. The 30-second spot is on Clipper’s YouTube channel:

<https://youtu.be/omQ9Aj4st8M>. Subtitled versions were produced in Spanish, Chinese and Vietnamese.

**Outreach:** We completed 62 outreach events in October-November 2016 and January 2017, deploying two-person teams on “ride-alongs” (teams will actually ride the bus) and at intersections where multiple bus lines in targeted neighborhoods connect to distribute free cards and educate customers about using Clipper. We distributed a total of 1,469 cards and answered questions for and otherwise assisted 8,609 riders (see Table 1 for distribution by event). Usage was relatively low in the three months following the outreach events (see Table 2). We produced a take-one, a card sleeve and a handout showing retailer locations to support the outreach.



**SAVE MONEY ON MUNI!**

Muni cash fares are going up in January. Avoid the fare increase—get a reloadable Clipper card.

Clipper customers save 25¢ on all Muni single rides starting January 1.

You can add any amount of cash value you choose to your Clipper card at local retailers, ticket machines, online or by phone.

Clipper is accepted on all major Bay Area transit. Find out all local transit agencies that accept Clipper at [clippercard.com](http://clippercard.com).

**Take-one**

**¡AHORRE DINERO EN MUNI!**

Las tarifas en efectivo de Muni aumentarán en enero. Evite el aumento de tarifa, obtenga una tarjeta Clipper recargable.

Los clientes de Clipper ahorran 25¢ en todas las rutas de Muni a partir del 1 de enero.

Puede agregar cualquier monto en efectivo que elija a su tarjeta Clipper en tiendas locales, máquinas de boletos, en línea o por teléfono. Se acepta Clipper en los sistemas de transporte público principales del Área de la Bahía. Vea más maneras de ahorrar con Clipper en [clippercard.com](http://clippercard.com).

[clippercard.com](http://clippercard.com) | 877.878.8883  
TDD/TTY: 711 or 800.735.2929

**Educational Materials:** We developed a car card in four languages and provided SFMTA with 3,050 to post at no charge. We produced 5” X 5” decals to replace the fading and torn ones currently on Muni Metro ticket machines; copy promotes the fare differential and is in multiple languages. We created new signage for 97 Clipper retailers in San Francisco: indoor/outdoor 4’ X 2’ banners and indoor 2’ X 3’ signs that retailers can display as well as new decals.

**使用 Clipper (路路通) 可省錢!**

▶ 為單程優惠增加現金價值  
▶ 為頻繁乘車優惠增加通行證

**Car Card**

獲得一張 Clipper (路路通) 卡，並可在以下地點充值：

- ▶ Walgreens
- ▶ Whole Foods Market
- ▶ 其他零售商
- ▶ Muni 售票機
- ▶ [clippercard.com](http://clippercard.com)

CLIPPER 您的綜合交通卡

[clippercard.com](http://clippercard.com) | 877.878.8883

**Save with Clipper!**

- ▶ Get discounts on Muni
- ▶ Reload cash value or passes
- ▶ Use it on all Bay Area public transit

**Ticket Machine Decal**

Obtenga una tarjeta Clipper para adultos o agregue valor a su tarjeta Clipper recargable en las tiendas locales de Clipper o en las máquinas de boletos.

Mua thẻ Clipper người lớn hoặc thêm tiền vào thẻ Clipper.

이곳에서 성인의 Clipper 카드를 구매하거나 금액을 충전하십시오.

Kumuhua ng adult Clipper card o magdagdag ng halaga ditos.

Здесь можно купить или пополнить взрослую карту Clipper.

[clippercard.com](http://clippercard.com) | 877.878.8883 | TDD/TTY: 711 or 800.735.2929

**Table 1: Results of SFMTA Fare Differential Outreach Activities**

Event	Route#	Route Name	Cards Distributed	Customer Contacts
1	14/14L	Mission	78	198
2	9/9L	San Bruno	20	68
3	47	Van Ness	13	162
4	31	Balboa	3	48
5	38	Geary	38	88
6	28/28L	19th Ave.	13	209
7	29	Sunset	29	82
8	24	Divisadero	16	217
9	27	Bryant	8	64
10	49	Van Ness/Mission	22	205
11	14/14L	Mission	45	208
12	23	Monterey	20	75
13	8/8A/8X	Bayshore Express	6	120
14	28/28L	19th Ave.	17	194
15	5	Fulton	14	191
16	54	Felton	9	110
17	12	Folsom-Pacific	7	58
18	9/9L	San Bruno	1	22
19	17	Parkmerced	26	64
20	19	Polk	3	56
21	108	Treasure Island	23	206
22	44	O'Shaughnessy	20	72
23	28/28L	19th Ave.	11	209
24		Daly City BART	26	83
25	29	Sunset	14	196
26	14/14L	Mission	60	131
27	19	Polk	24	67
28	108	Treasure Island	28	188
29	14/14R	Mission	24	205
30		Silver/San Bruno or Bayshore	16	260
31		Van Ness/Sacramento	2	22
32		Geary	14	72
33	38	McAllister/Divisadero	32	140
34		Geneva/Mission	35	186
35		Geary/Park Presidio	19	64
36		Balboa Park	37	135
37		Visitacion/3rd	23	266
38		Geary/25th	19	73
39	29	Sunset	28	122
40		Mission/30th	20	340
41	28/28R	19th Ave.	4	14
42		Mission/30th	5	51
43	14/14R	Mission	46	310
44		Daly City	39	205
45		Potrero/16th	10	107
46		Silver/Mission	20	63
47		Mission/Cesar Chavez	5	29
48		3rd/Palou	27	255

49		Mission/24th	42	230
50	28/28R	19th Ave.	33	135
51		Mission/16th	13	79
52	29	Sunset	17	172
53		Geary/25th	31	198
54		3rd/Evans	23	141
55		Potrero/24th	30	105
56		Fillmore/Hayes-Haight	75	225
57		Geneva/Mission	23	171
58		Mission/16th	79	250
59		Mission/24th	31	115
60	38	Geary	22	134
61	14/14R	Mission	11	54
62		Balboa Park	20	90
		<b>TOTAL</b>	<b>1,469</b>	<b>8,609</b>

**Table 2: 3-Month Usage of Cards Distributed in SFMTA Fare Differential Outreach**

	<b>Cumulative Results</b>
# Events	28
# Cards distributed	594
<b>Fare Payment Transactions (Usage)</b>	
# Unique cards used for fare payment	47
% Cards used for fare payment	8%
# Fare payment transactions	2,948
# Fare payments per card distributed	4.96
<b>Add Value Transactions (Loads)</b>	
# Add value transactions (all)	837
# Autoload transactions	2

### **Future of Clipper, Phase 2**

MTC developed a plan for Phase 2 of public engagement on C2, the next-generation Clipper system, taking place through 2017. Phase 1 was completed in fiscal year 2014-15 and included an online opt-in survey, selected stakeholder interviews, presentations at regional and transit agency advisory group meetings, and opportunities to submit comments via email and phone. It also included creation of the FutureofClipper.com website, in multiple languages, as the central resource for public engagement opportunities for Clipper and to let people know that they can provide input into the design of the next-generation Clipper system on an ongoing basis.

For Phase 2, MTC is providing multiple opportunities for members of the public to provide feedback. They include:

- **Public Comment on Draft Request for Proposals (RFP):** MTC released a draft RFP for the vendor that will serve as system integrator, responsible for coordinating all vendors delivering the new system. MTC invited the payments industry to comment on the draft RFP before releasing the final version later this year. MTC opened the comment opportunity to members of the public as well, from February 27 to April 3, 2017. MTC prepared a summary of main characteristics from the draft RFP in English, Spanish, Chinese and Vietnamese.



While MTC is still conducting a detailed analysis, high-level results are that more than 100 people submitted comments (most through email), and the most commented-on topics addressed fare policy, real-time add-value transactions (currently, there is a delay to add value online), integration with other programs (such as tolls or bike share), and other fare media (like mobile phones).

- **Online Opt-In Survey:** MTC’s online survey for customers to provide input on the next generation of Clipper opened on April 17 and closed on June 1. The survey received more than 11,000 responses compared to 7,600 responses in 2014. While staff prepares to analyze and package these results to share with transit operators and the public, they are also tackling the next set of activities in the C2 public engagement process. This includes meeting with stakeholder groups and preparing to conduct interviews with individual stakeholders. Interviews and meetings cover topics ranging from accessibility to low-income access to transit benefit integration. Staff welcomes suggestions about individuals or groups who should be contacted for stakeholder interviews. Please send suggestions to Lysa Hale at lhale@mtc.ca.gov or call her at 415-778-5284.
- **Next Phase:** The next phase also includes a survey of cash customers, to be conducted in September. The goal of this survey is to better understand who is still paying with cash, what they know about Clipper and why they choose to use cash instead of Clipper. We plan to incorporate relevant results into our near-term communications efforts as well as development of C2 over the long term.
- **Website:** The futureofclipper.com website has been continually updated (in four languages) with information about past, current and future public input opportunities.

**Community-Based Organization Free Card Distribution**

As a policy, MTC provides cards with no fee to community-based organizations serving low-income and limited English-proficient individuals. Normally, the per-card fee is \$3. Since October 2016, MTC has approved the distribution of free cards to the following organizations:

<b>Organization</b>	<b>Quantity</b>
County of San Mateo Human Services	100
Newcomers Health Program	50
John Muir Health low-income program	20
Rubicon Programs	25
Oakland Housing Authority	2
Year Up	30
LCS Inc.*	TBD
Our Road Prison Project	30
New Door Ventures	260
Teach for America	14

\*These organizations have requested and received approval to order on an ongoing basis.