



Future of Clipper 2017 Public Engagement Executive Summary

March 26, 2018

Clipper is the regional transit fare payment system for the nine-county San Francisco Bay Area. Transit riders can use a reloadable Clipper card to pay fares on 22 transit agencies that provide 1.8 million transit rides on a typical weekday. With more than 2 million active accounts, Clipper processes approximately \$50 million in transit revenue each month. Clipper is managed by the Metropolitan Transportation Commission (MTC) on behalf of the participating agencies.

MTC and the transit agencies are designing the next generation of Clipper that will best serve customers' needs as the program moves into its third decade. The Clipper Executive Board, representing the participating agencies, makes policy and provides oversight for operations and long-term planning.

In 2017, our focus was to develop a request for proposals (RFP) for a system integrator contractor to develop and manage most aspects of the next-generation system, commonly referred to as C2. After issuing a draft RFP in early 2017, MTC issued the final RFP in September 2017 and received proposals in March 2018. MTC conducted public engagement activities to inform development of the RFP and system design.

Public Engagement Activities

To generate feedback from a wide range of Clipper customers, transit riders and stakeholders, MTC:

- Accepted comments via email, voicemail and social media on the draft RFP specifically (February 28-April 3, 2017) and on an ongoing basis (throughout 2017);
- Held focus groups to help develop the online opt-in survey (March 9 and 14, 2017);
- Conducted an opt-in, non-representative online survey with 8,735 responses to solicit public input on specific issues (April 17-June 1, 2017);
- Interviewed stakeholders regarding accessibility, low-income access and transit benefit programs; and
- Conducted an intercept survey of 1,088 non-Clipper users to identify barriers to Clipper usage and test concepts for improvements in the next generation of Clipper.

MTC and the transit agencies used a variety of methods to solicit participation in the public engagement process, including advertising, on-board materials, social media and presentations, among other strategies.

Findings

Despite variations in types of participants and level of engagement, the results were fairly consistent:

- **Transit agencies serve diverse customers, and each has personal preferences or needs around transit payment.** While convenience is the most important feature to most people, beyond that, riders have their own ideas about what they want from a payment system. That diversity makes it challenging to educate riders – especially those who focus on one or two aspects – about the

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how Clipper really works, creating significant information gaps. The next generation of Clipper must be flexible and adaptable to better meet transit riders' needs and harness changes in technology, especially as new technologies become available. In addition, Clipper should conduct more targeted efforts, both now and with the rollout of the next-generation system, to fill riders' information gaps and convert them to Clipper.

- **Many have a strong interest in using Clipper for more than fixed-route transit.** Most wanted to use Clipper to pay for other transportation-related services, from tolls (many specifically citing FasTrak) and parking to other transportation services. Passengers with disabilities and their advocates and service providers would like to see integration with paratransit. The ability to use Clipper on more than transit would make many somewhat or much more likely to use Clipper.
- **Transit riders want to be able to add value on the go and use it immediately.** For many, a smart phone or digital wallet is the best solution, although as the opt-in survey showed, people cared less about how it happened than they did that it actually happened. Three-fourths of the intercept survey respondents said they would be somewhat or much more likely to start using Clipper if they know that this is a feature of the new system.
- **People want more information than less, and most are comfortable with self-service approaches to customer service.** People like having access to information, from account statements to different types of alerts. A lot of people like to research and solve their own customer service issues when possible, and self-service kiosks for customer service and sales were a hit with many, while others still prefer talking to a person on the phone.
- **Transit riders would like a regional fare policy that provides discounts for use across multiple transit agencies.** Many expressed a strong desire for a simplified regional fare system and provided a range of options for doing so. The next generation of the system will be versatile enough to accommodate any policies set by the region's transit agencies.