

- CLIPPER UPDATE

01 | 03 | 2012 | SAN FRANCISCO, CALIFORNIA

- Clipper® Program Background

Initiated by the Metropolitan Transportation Commission (MTC)

Program complies with California Government Code 66516 and MTC Resolution 3866 requires fare and schedule coordination by regional transit providers

Goal to promote transit use by streamlining payment and inter-agency transfers

- Presentation Overview

Regional Clipper program status/transition

SFMTA transition/performance

Ticket vending machine (TVM) and faregate replacement project

Next steps

- Clipper® Implementation Progress

Agencies Operating Clipper	Transition to Clipper-Only Passes/Tickets (Major Fare Products)	Clipper Market Share (Weekday Boardings)
AC Transit	Complete	24.9%
BART	Complete as of 12/31/2011	44.1%
Caltrain	Complete	68.8%
Golden Gate Bus	Complete	34.8%
Golden Gate Ferry	Complete	90.0%
SamTrans	Complete as of 12/31/2011	9.3%
SFMTA	Complete ¹	45.0%
VTA	Planned for 6/30/2012	4.1%

¹Does not include Lifeline passes and limited number of Senior/Disabled/Youth passes distributed by social service/government agencies

- Average Weekday Clipper® Boardings

Month	Region Boardings	Muni Boardings
Nov-11	572,149	329,296
Oct-11	572,729	333,917
Sep-11	551,286	330,150
Aug-11	486,091	294,486
Jul-11	466,760	280,371
Jun-11	464,057	277,872
May-11	450,108	261,481
Apr-11	427,111	247,852
Mar-11	389,350	213,927
Feb-11	367,446	200,085
Jan-11	341,409	185,351
Dec-10	293,004	164,038

- SFMTA Clipper Fare Media Transition

Comprehensive outreach/marketing campaign

September 2011- completed transition of all monthly pass customers (with the exception of Lifeline passes and a limited number of Discount Passes)

Implemented new handheld read/write card readers on Cable Cars

Approximately 330,000 daily Clipper® boardings on all Muni service (more than 50 percent of regional total)

- Faregate/TVM Installation Project

November 2010 – Replaced 30 year old Muni Metro faregate system

Integrated with Clipper system

Approximately 240,000 Limited Use Tickets issued per month for cash customers

- Faregate/TVM Maintenance

Date	Availability	Goal
January-11	99.78%	99.73%
February-11	99.30%	99.73%
March-11	99.60%	99.73%
April-11	99.19%	99.73%
May-11	99.84%	99.73%
June-11	99.82%	99.73%

Date	Availability	Goal
July-11	99.92%	99.73%
August-11	99.78%	99.73%
September-11	99.74%	99.73%
October-11	99.87%	99.73%
November-11	99.91%	99.73%

Vendor responsible for maintenance

Station Agents report problems to CUBIC Help Desk

TVM availability above 99.7 percent over last six months

Less than 50 hours of combined downtime on average over past six months

- On-Board Equipment Availability

Month	Availability
Jan-11	94%
Feb-11	96%
Mar-11	96%
Apr-11	98%
May-11	88%
Jun-11	94%
Jul-11	94%
Aug-11	96%
Sep-11	99%
Oct-11	98%

Availability ranging between 96 percent and 98 percent past three months

Wireless antenna and software upgrade implemented

Transit operators report non working equipment to Central Control

Customers contact Clipper Help Desk to report problems

- Clipper Proof of Payment

Transit Fare Inspectors (TFIs) equipped with hand held card readers

Fare check for Clipper customers include reviewing last 10 transactions, available fund, fare category, etc.

Fare check approximately two seconds per customer

- Monthly Pass/Cash Fare Revenue

	FY11 Actual	FY12 Projected	Difference	% Change
Monthly Passes (Adult, Senior, Disabled, Youth)	88,185,771	89,916,491	1,730,720	1.96%
Cash Fares (Farebox, Limited Use, Tokens, 10 Ride Books)	70,739,720	69,031,679	(1,708,041)	-2.41%
<i>Total Revenue</i>	<i>158,925,491</i>	<i>158,948,170</i>	<i>22,679</i>	<i>0.014%</i>

Clipper Revenue as a % of Total

	Monthly Pass	Single Trip	Total
Fiscal Year 2011	53%	32%	44%
Fiscal Year 2012 YTD	91%	40%	66%

- Clipper® Annual Operations & Maintenance Costs

Item	Estimated FY 2012 Costs
Regional Clipper Card Program - SFMTA share of Clipper Operating Fees, Network Management, Administration and Transaction Fees	\$7.6 million
Muni Metro Automated Fare Collection System	\$1.5 million
Maintenance and Other Support Costs	
Limited Use Tickets	\$0.6 million
SFMTA Staffing & Program Administration	\$1.1 million
Savings - Discontinued Paper Fare Media and Reduced Faregate Maintenance	(\$0.4 million)
Total O & M Annual Costs	\$ 10.4 million

- Anticipated Benefits

Rider access to multiple systems through one card

Faster boarding

Less cash in the system

Lower fraud

Less resources spent on pass sales

- Summary

Approximately 330,000 daily weekday Muni boardings

120,000 monthly pass customers transitioned

New faregate/ticket vending machines installed

Eight major transit providers transitioned

Fare inspection, equipment availability, revenue collection targets on track

- Next Steps

Evaluate feasibility of additional fare media transition (Passports, Cable Car tickets, Lifeline passes)

Continue to collaborate with MTC and regional partners to seek technology changes that improve customer experience and reliability