

# The NEW Clipper<sup>®</sup>

MODERNIZING TRANSIT  
FARE PAYMENTS FOR ALL

---

Regional Network Management Committee  
September 8, 2023



# Clipper Today



# Clipper: Backbone for Regional Network Management



22 Transit Operators



Mobile Phone Partners



Support regional and operator-specific fare initiatives



Clipper Executive Board provides program direction

SONOMA COUNTY

NAPA COUNTY

SOLANO COUNTY

MARIN COUNTY

CONTRA COSTA COUNTY

San Francisco

ALAMEDA COUNTY

SAN MATEO COUNTY

SANTA CLARA COUNTY



**4 Million**  
Active Accounts



**\$24 Million**  
Fares Collected

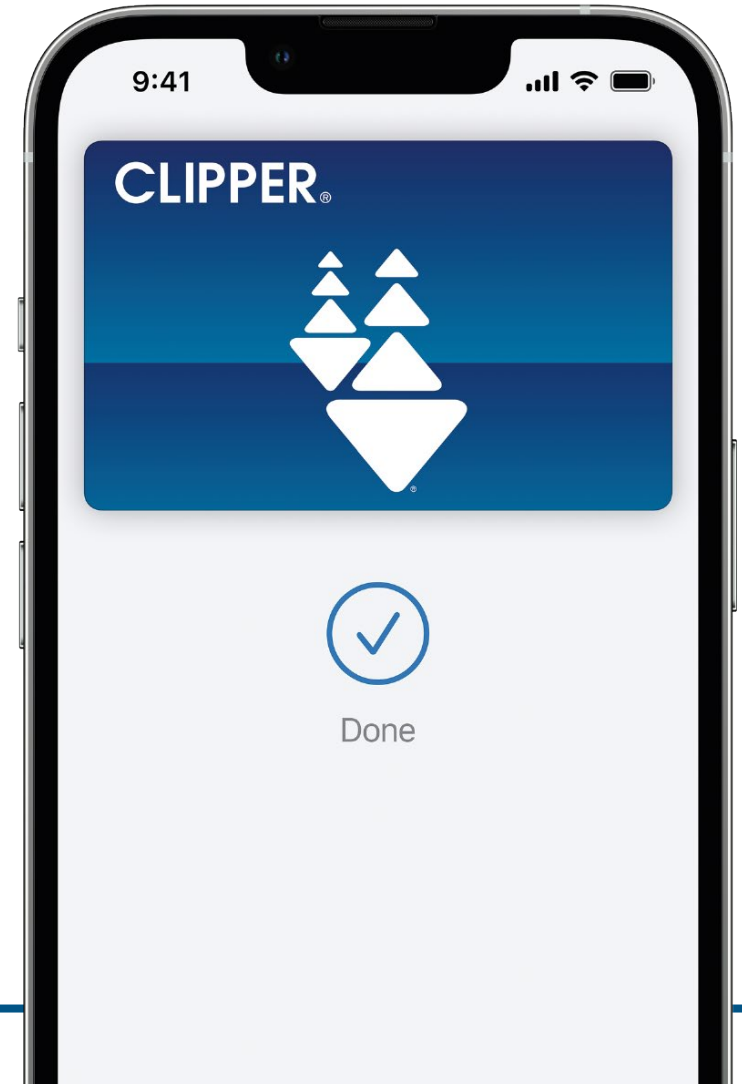
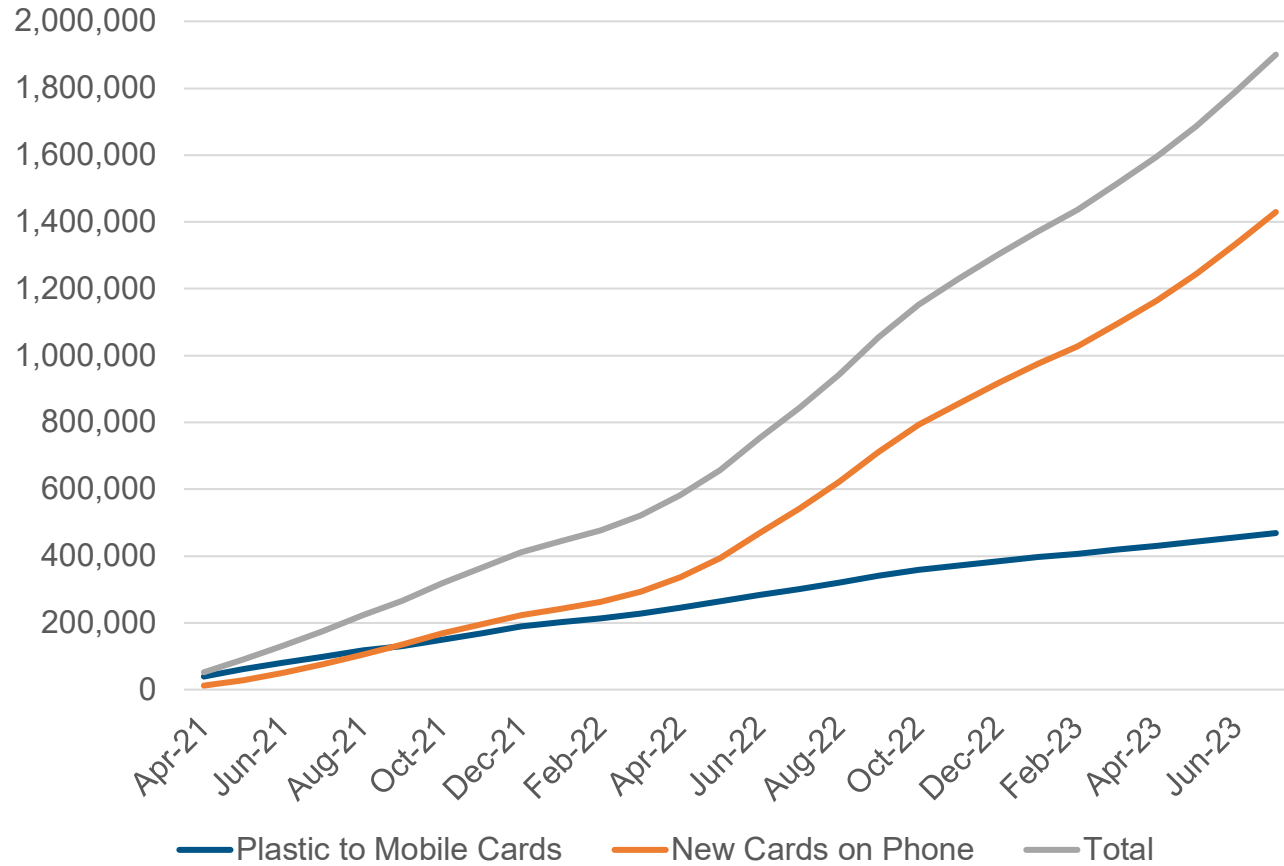


**10 Million**  
Uses

\*Every month

# Mobile Clipper Cards

1,900,000



# Users Love Clipper!

95%  
Satisfaction

---

97%  
Would Recommend



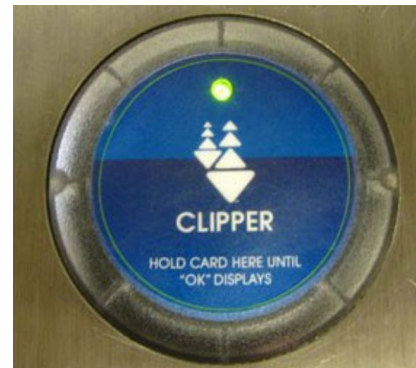
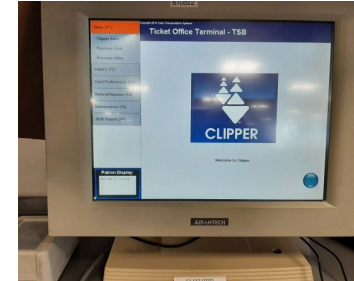
# Current System Limitations



# The System Needs Modernizing

1999 Technology

2005 Equipment





# The System Is Stretching to Meet All Customer Needs

Transit benefit recipients

---

Low-income (equity)

---

Youth and seniors

---

People with qualifying disabilities (accessibility)

---

Transit benefit companies

---

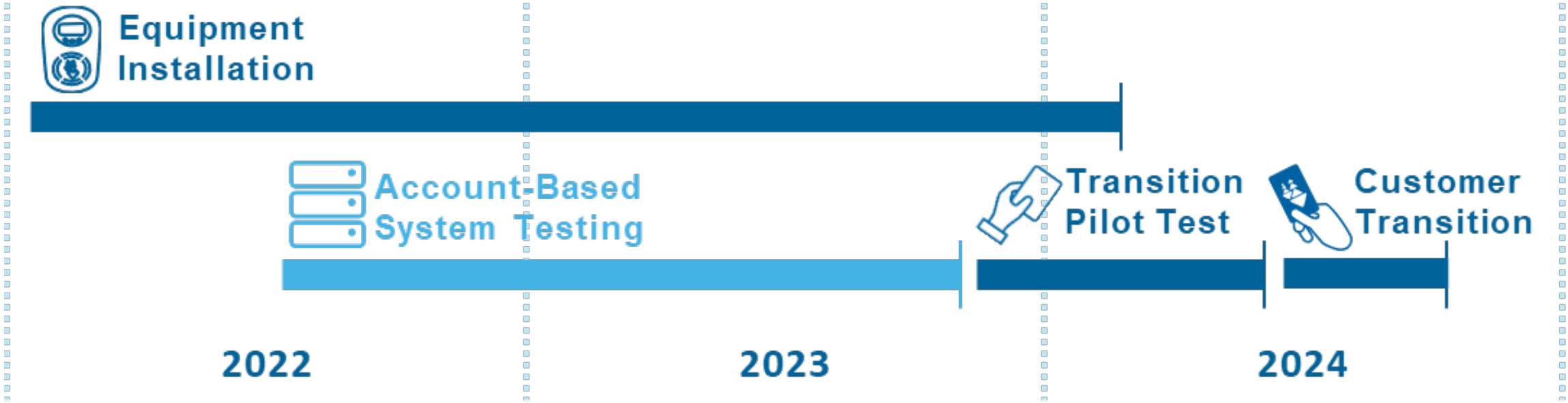
Employers, colleges and residential developments



# The New Clipper



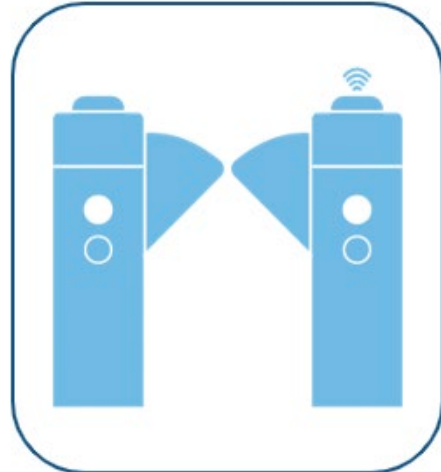
# Project Delivery



# All New Equipment



**On-Board Card  
Readers &  
Driver Units**



**Clipper Rail  
Gate Card  
Readers**



**Platform  
Stand-Alone  
Card Readers**



**Customer  
Service  
Terminal**



**Handheld  
Retail &  
Inspection**

# Mobile Clipper Card



# Cards You Already Have

Major contactless  
credit/debit cards



# Clipper Mobile App

Instant Funds

---

See Balance

---

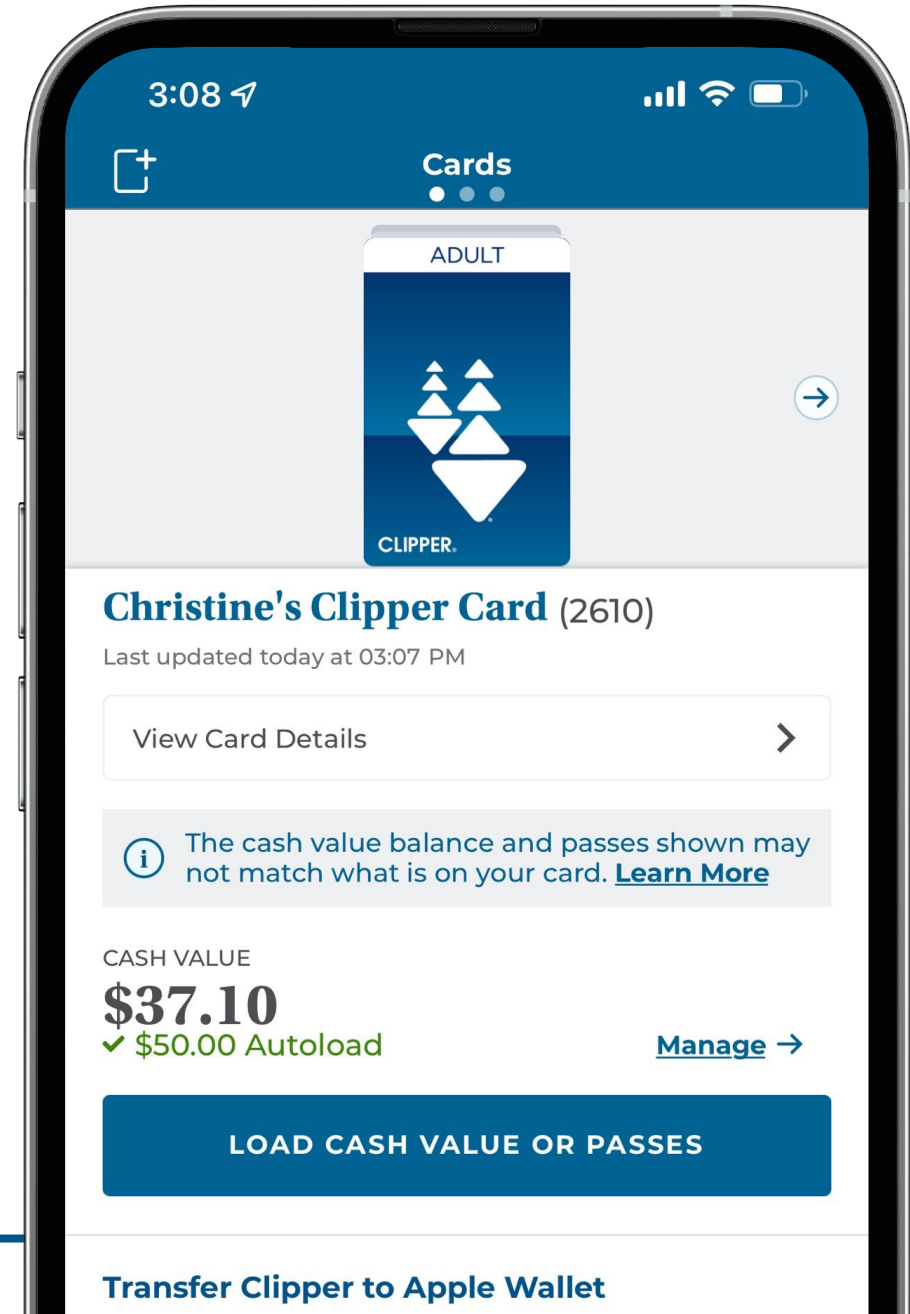
See Travel Costs

---

Plan Trips

---

Group Travel



# It's Family Friendly

Manage Kids' Cards

---

Manage Seniors' Cards

---

Manage Another Account



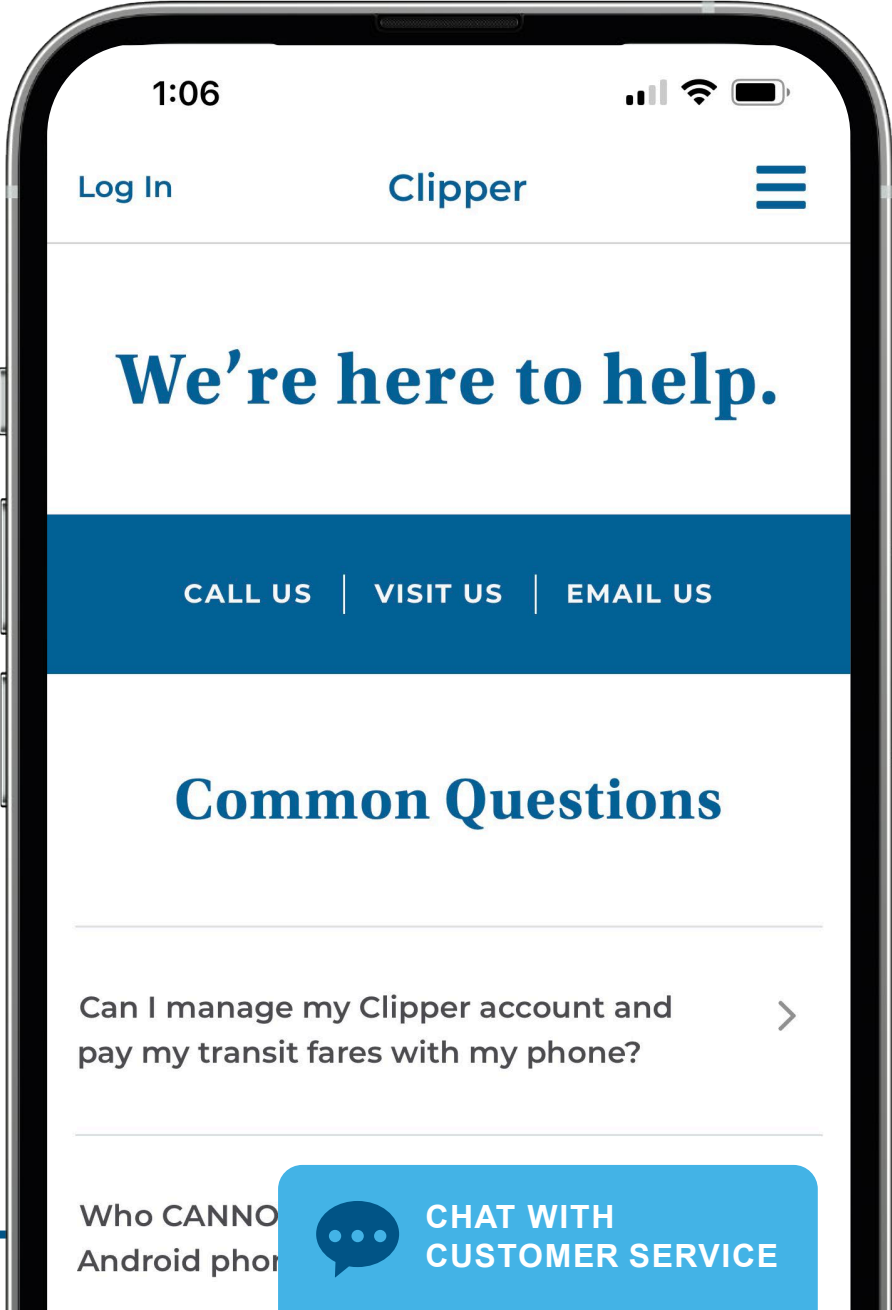


# Clipper Customer Service, Better Than Ever

Automated Phone Options

---

Live “Chat”



# Discounts, Promotions and More

## Targeted Fare Discounts and Promotions

## Regional Fare Products

## Equity Programs

## Group/Visitor/Tourist Travel

CLIPPER GET CARD OR PAY WITH PHONE REGISTER CLIPPER RELOAD CLIPPER HELP LOG IN

### We've got you covered around the Bay.

You can tag Clipper to pay fares on all Bay Area transit agencies and use it to access other services.

We've made it easy with quick guides to every service on Clipper. Find your service:

<a href="#">AC Transit</a>	<a href="#">SamTrans</a>
<a href="#">BART</a>	<a href="#">San Francisco Bay Ferry</a>
<a href="#">Caltrain</a>	<a href="#">Santa Rosa CityBus</a>
<a href="#">City Coach</a>	<a href="#">SMART</a>
<a href="#">County Connection</a>	<a href="#">SolTrans</a>
<a href="#">Dumbarton Express</a>	<a href="#">Sonoma County Transit</a>
<a href="#">FAST</a>	<a href="#">Tri Delta Transit</a>
<a href="#">Golden Gate Ferry</a>	<a href="#">Union City Transit</a>
<a href="#">Golden Gate Transit</a>	<a href="#">Vine</a>
<a href="#">Marin Transit</a>	<a href="#">VTA</a>
<a href="#">Muni</a>	<a href="#">WestCAT</a>
<a href="#">Petaluma Transit</a>	<a href="#">Wheels</a>

Plus  
[BART Daily Fee Parking \(validation only\)](#)  
[Bay Wheels \(access only\)](#)

METROPOLITAN TRANSPORTATION COMMISSION

CLIPPER START

Español 中文(繁體) Tagalog

HOME APPLICATION CONTACT US FAQs Log In

### Save on San Francisco Bay Area transit

Clipper START is a pilot program to provide single-ride discounts to eligible riders. Participants can receive:

50% discount	20% discount	
<a href="#">Caltrain</a>	<a href="#">AC Transit</a>	<a href="#">Santa Rosa CityBus</a>
<a href="#">Golden Gate Transit and Ferry</a>	<a href="#">BART</a>	<a href="#">SolTrans</a>
<a href="#">Marin Transit</a>	<a href="#">City Coach</a>	<a href="#">Sonoma County Transit</a>
<a href="#">Muni</a>	<a href="#">County Connection</a>	<a href="#">Tri Delta Transit</a>
<a href="#">SamTrans</a>	<a href="#">FAST</a>	<a href="#">Union City Transit</a>
<a href="#">San Francisco Bay Ferry</a>	<a href="#">Napa VINE</a>	<a href="#">WestCAT</a>
<a href="#">SMART</a>	<a href="#">Petaluma Transit</a>	<a href="#">Wheels</a>

To qualify, you must...

- Be a resident of the San Francisco Bay Area
- Be 18-64 years old
- Not have an RTC Clipper Card for people with disabilities
- Have a household income of 200% of the federal poverty level or less

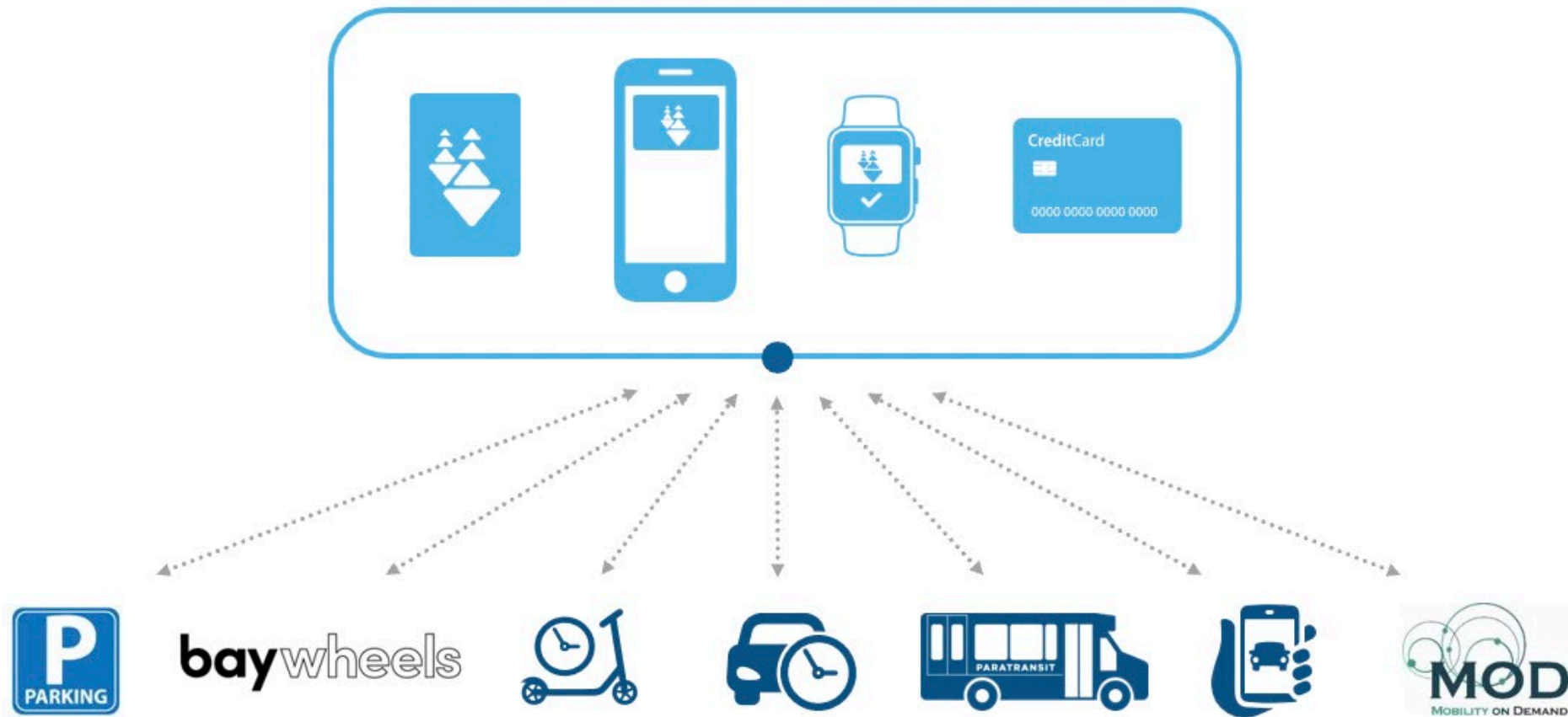
Apply Now

### How does it work?

- Apply and provide proof of identity and income
- Get approved
- Receive a personalized Clipper card in the mail to get your discounts
- Ride!

Apply Now

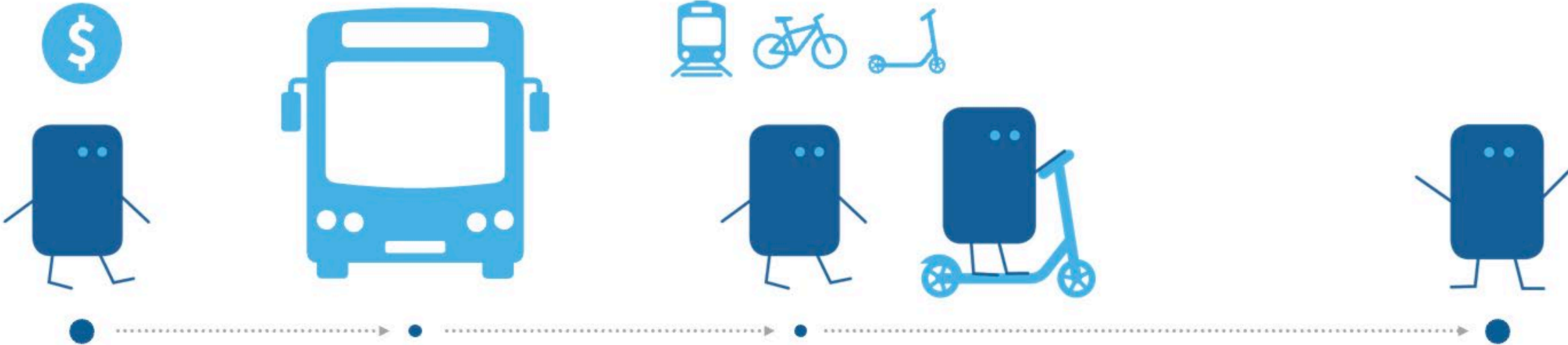
# The Way to Access Them All



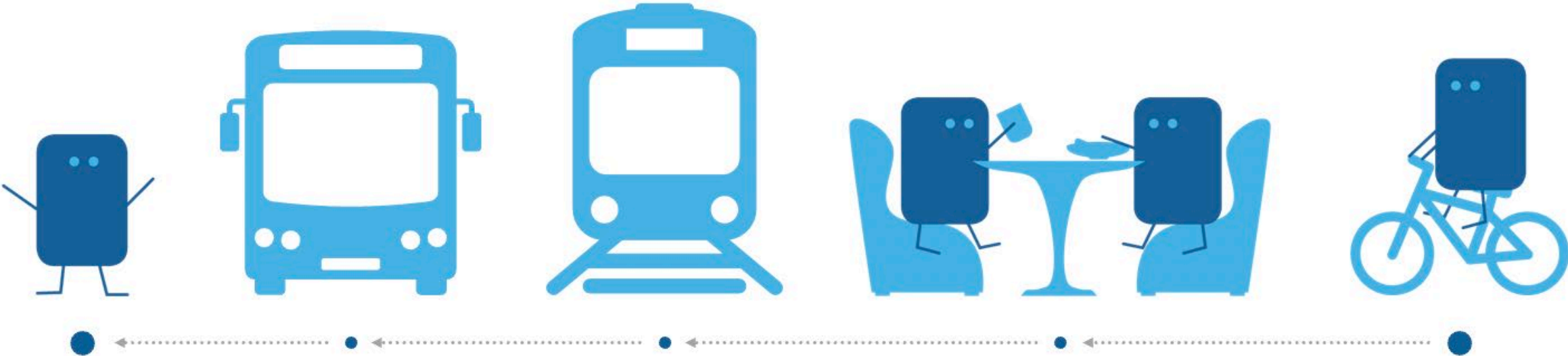
# Region Comparison

Region	Account Based	Open Payments	Fare Capping	Proof of Payment
Bay Area <i>(Next Gen Clipper)</i>	●	●	●	●
Los Angeles			○	○
Portland	●	●	●	●
Chicago	○	○		○
New York City	●	●	●	
Washington, D.C.				
Philadelphia				
London	○	○	○	
Munich / Copenhagen / Other European Systems				●

# New Day on Clipper: Getting There



# New Day on Clipper : Getting Back



with members, thrive  
pharmacy, no fare necessary  
sa.org/thrive



SolTra  
5008