

The NEW  
**Clipper**<sup>®</sup>

An Innovative New Platform  
For a Regional Mobility Wallet

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The Mobility Wallet & Equitable Access to Transportation  
October 27, 2023



# Clipper Spans the Bay Area



22 Transit Operators



Mobile Phone Partners



Supports both regional and operator-specific fare initiatives

SONOMA COUNTY

NAPA COUNTY

SOLANO COUNTY

Sonoma

Napa

Fairfield

MARIN COUNTY

San Pablo Bay

San Rafael

Martinez

CONTRA COSTA COUNTY

San Francisco

Oakland

San Francisco Bay

ALAMEDA COUNTY

Redwood City

SAN MATEO COUNTY

San Jose

SANTA CLARA COUNTY



**4 Million**  
Active Accounts



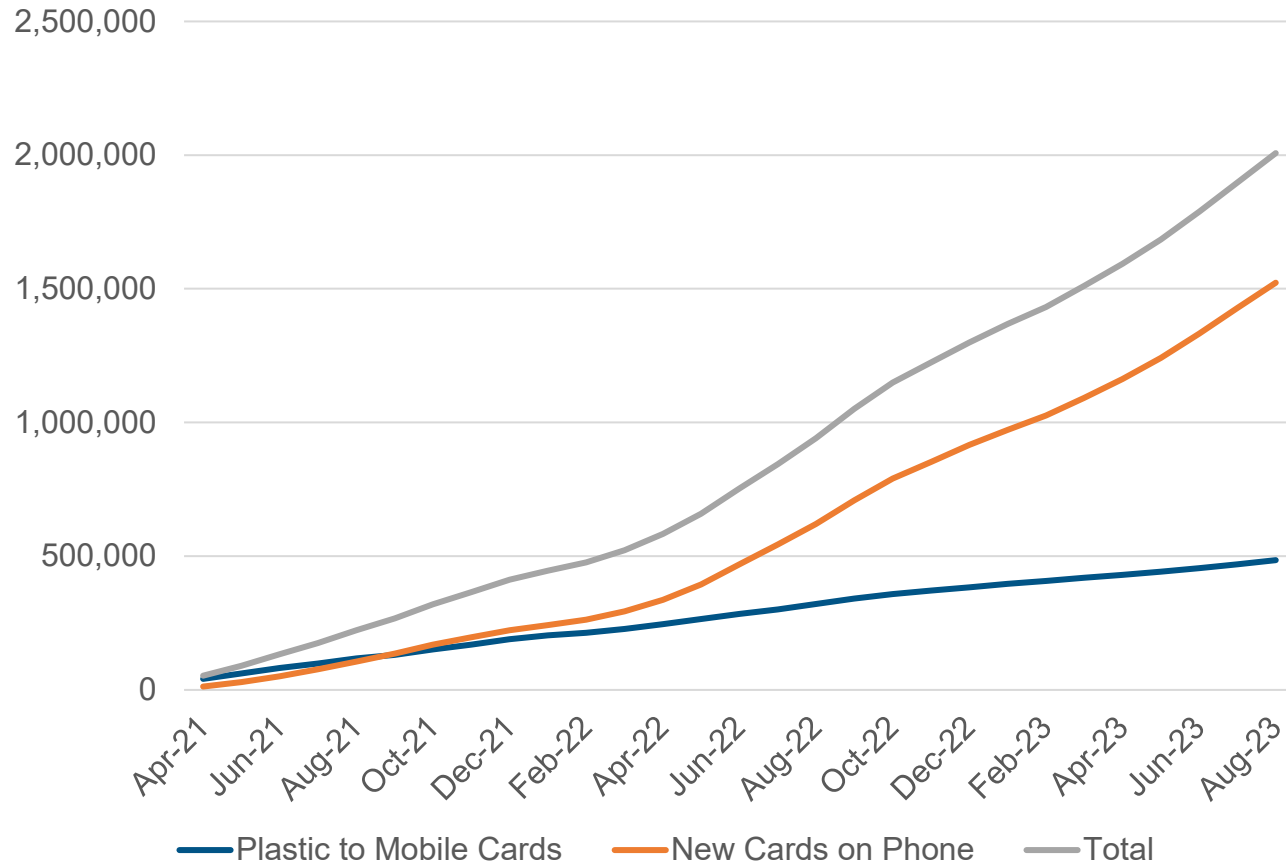
**\$24 Million**  
Fares Collected



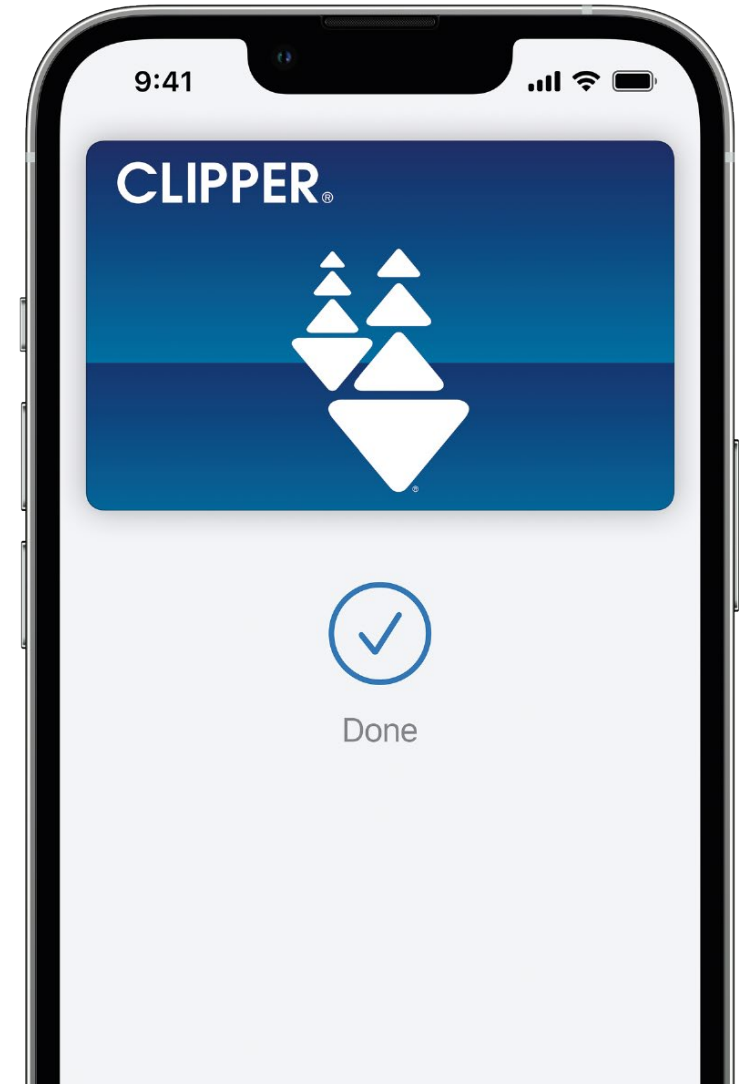
**10 Million**  
Uses

\*Every month

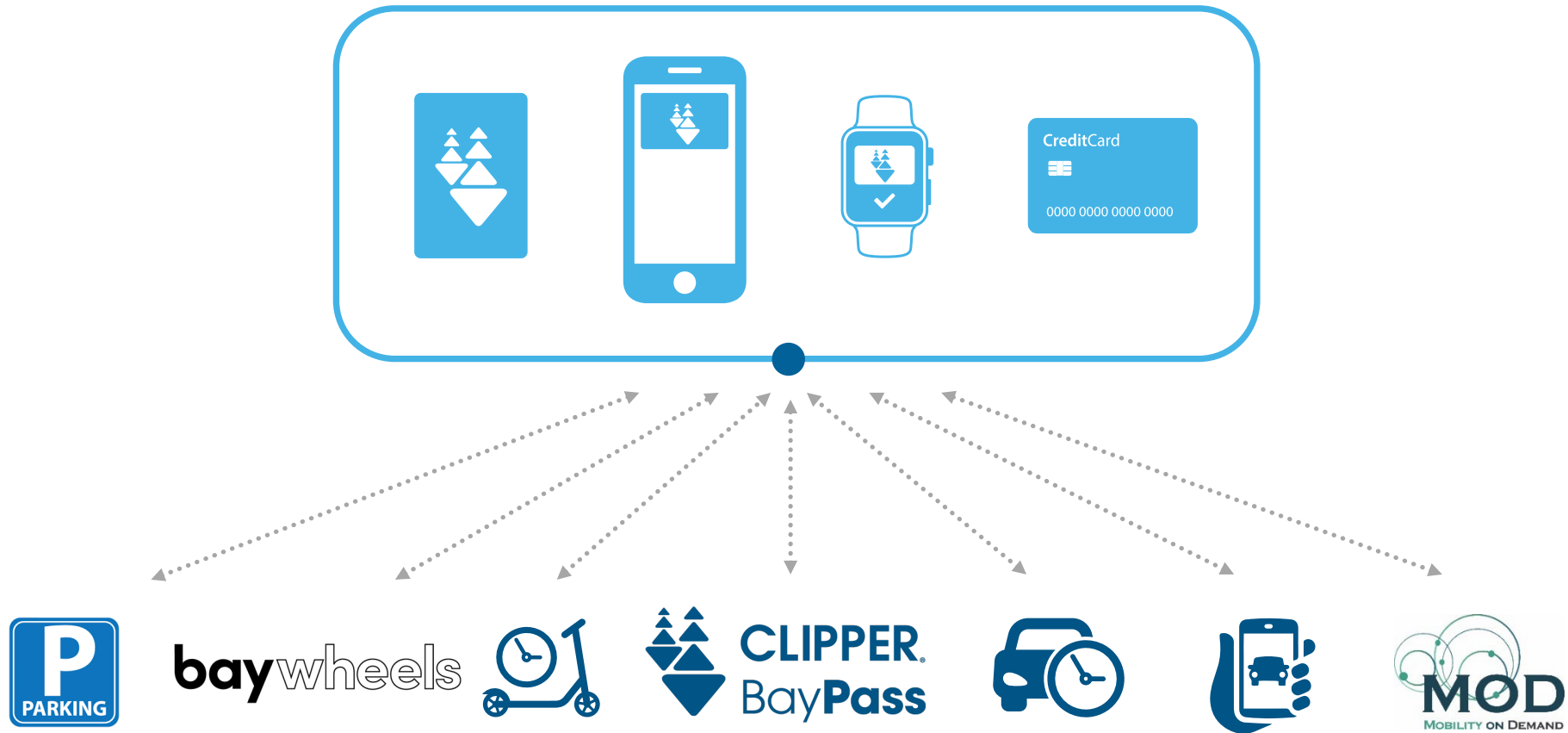
# Mobile Clipper Cards



2,000,000



# Access to any cloud-based program is possible with Clipper's flexible, nimble new technologies.



# Technology solutions can support a huge range of program options

Important considerations for our innovative new platform included the following:



## Program Goals

Determine who manages  
Set eligibility goals and business rules  
Obtain funding



## Ownership

Should be public sector entity  
Can be provided on various technology platforms



## Form Factor

Card, app, online account or mobile app?



## Features vs. Complexity

More features adds complexity to a program



## Partnerships

Determine rules for exchanging data and decide what and how it will be shared



## Customers

Define the target market  
Be specific about what problem is being solved



## One Application for Means-Based Discount Programs

- MTC is building a consolidated eligibility process for means-based discount programs
- No more redundant applications
- Customers applying for one program will be offered information others - so easy!





## Three Cheers for Equitable Technology!

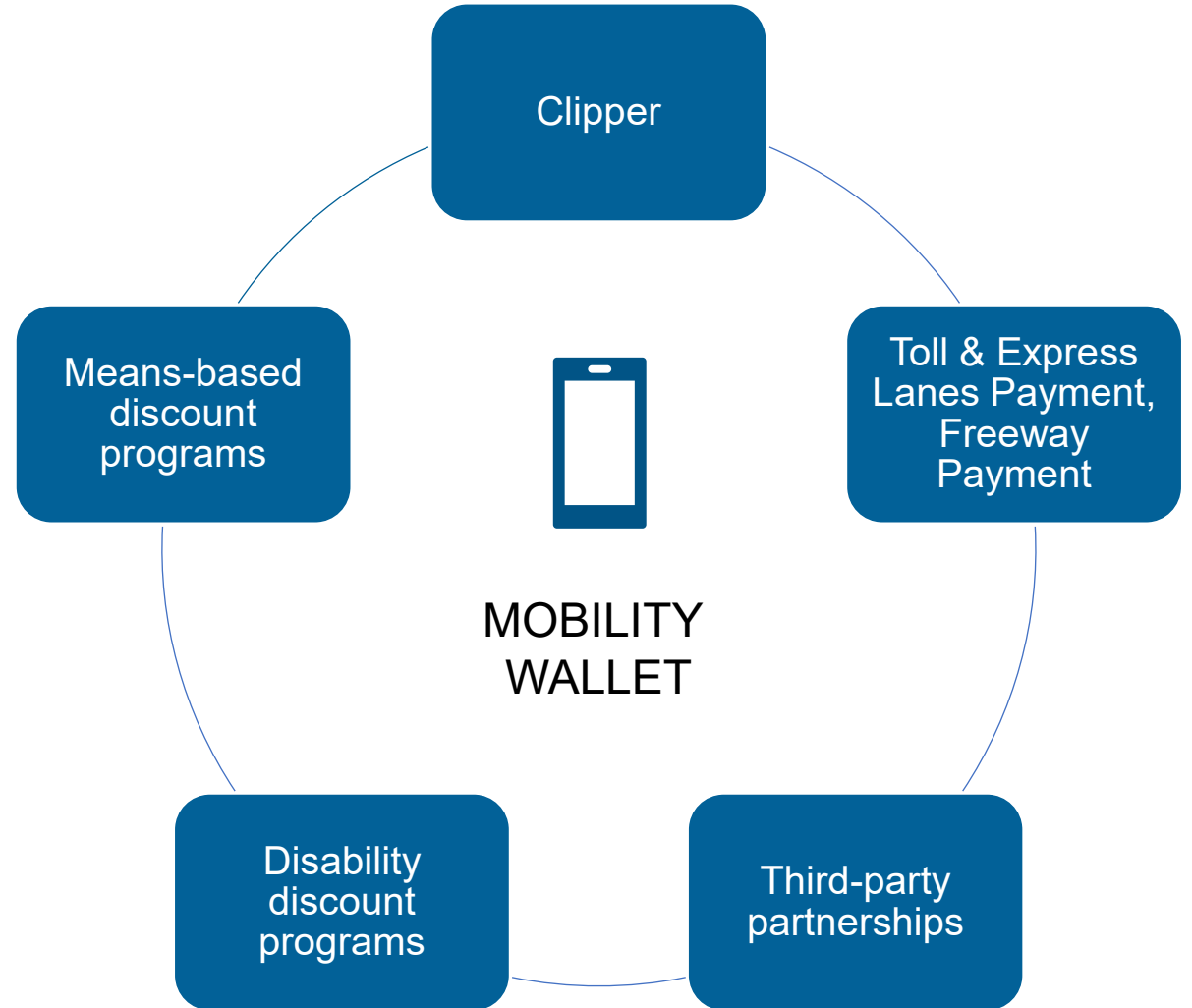
1. Clipper START's discount portal enables customers with low incomes to easily sign up for reduced fares.
2. Clipper is expanding to paratransit and automatically providing discounts on fixed-route transit for paratransit riders.
3. New tolling options – including lower fees, reduced mandatory prepaid balances, cash payment options, and payment plans – ease the financial challenges of crossing Bay Area bridges.



# Comprehensive, Multimodal Mobility is Achievable

A mobility wallet with one account could include transit payment plus:

- Means-based discounts
- Discounts based on disability
- 3<sup>rd</sup> party partnerships (like first/last mile services)
- Payment for tolling and Express Lanes
- Incentives



# Planned Mobility Wallet Roadmap

## Milestone 1

Fastrak and  
Clipper Equity  
Programs



## Milestone 2

Next Gen Clipper  
Transition  
Summer 2024



## Milestone 3

Multimodal  
Integration &  
Regional Network  
Management



## Milestone 4

Mobility Wallet  
Regional Account



## Ongoing Milestones

Next Gen Clipper's New  
Mobility Wallet Offers a  
Flexible Future!



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



SolTra  
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