

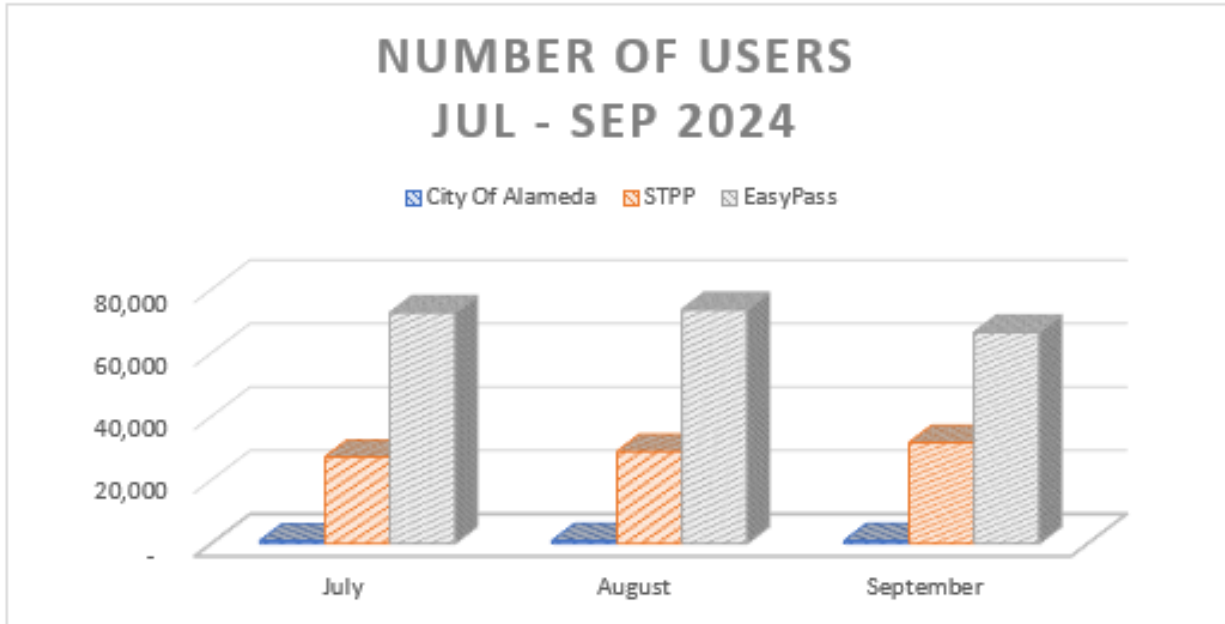
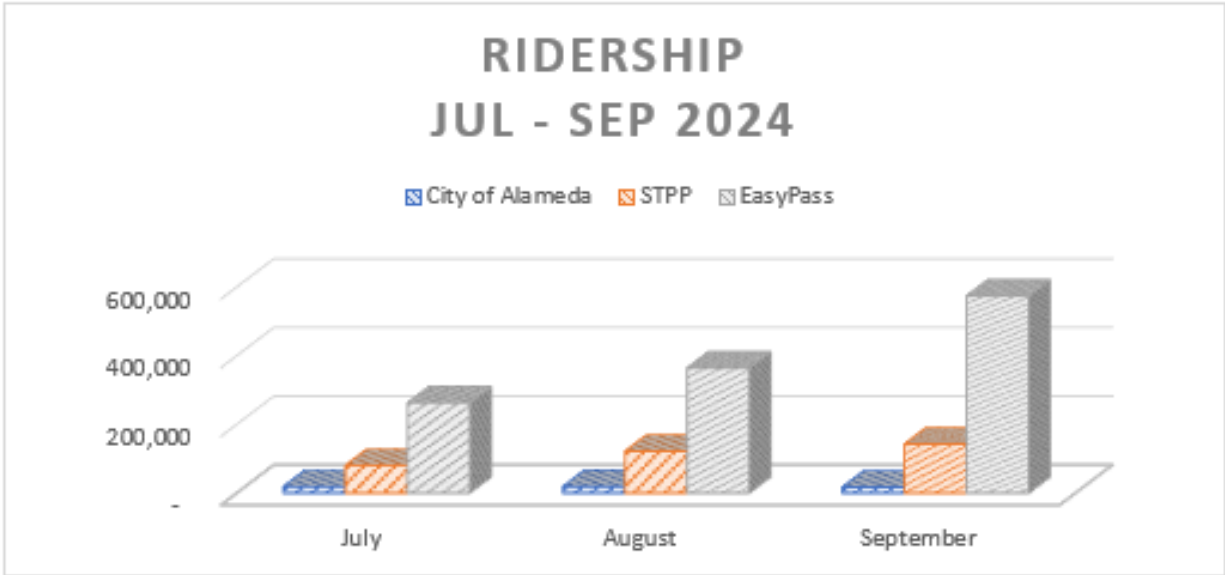
Clipper Based Institutional Pass Program Metrics (Attachment 3)

July-September 2024 (1st Quarter FY25)

2024	July	August	September	Q4 Total
EasyPass				
New Users	798	2,038	14,305	17,141
Total Users	72,692	73,684	66,516	66,516
Ridership	262,806	363,968	574,177	1,200,951
Colleges				
New Users	524	1,753	14,051	16,328
Total Users	58,573	59,450	52,216	52,216
Residential/Employers				
New Users	274	285	254	813
Total Users	14,119	14,234	14,300	14,300

2024	July	August	September	Q4 Total
Other Institutional Programs (Pay-per-ride model)				
New Users	29	1,716	2,854	4,599
Total Users	28,119	29,845	32,698	32,698
Ridership	99,140	140,430	160,166	399,736
Student Transit Pass				
New Users	27	1,696	2,846	4,569
Total Users	27,253	28,967	31,816	26,600
Ridership	80,527	121,596	142,869	344,992
City of Alameda				
New Users	2	20	8	30
Total Users	866	878	882	861
Ridership	18,613	18,834	17,297	54,744

2024	July	August	September	Q4 Total
BayPass Ridership (all-transit pass pilot program) *UC Berkeley's and ATMA's tags have been counted toward the EasyPass program				
Non-AC Transit Programs	5,707	7,667	13,808	27,182
UC Berkeley	30,396	28,790	46,855	106,041
ATMA	6,318	6,578	6,580	19,476



Total	July	August	September
Users	100,811	103,529	99,214
Ridership	361,946	504,398	734,343

Clipper Usage

2023-24	July	August	September	Q1 Average
Monthly Clipper Boardings				
	1,387,681	1,641,341	1,881,430	1,636,817
Clipper Market Share				
	45.50%	47.50%	51.97%	48.32%
Mobile card usage				
Number of Trips made using mobile cards	369,326	442,847	534,990	449,054

Total Clipper START Trips	July	August	September	Q1 Total
Weekday	26,775	29,394	30,913	87,082
Weekend	5,832	7,090	7,336	20,258
Total	32,607	36,484	38,249	107,340

Total Clipper START Applications Submitted	2,022	2,542	2,260	6,824
Total Clipper START Applications Approved	1,831	1,855	1,760	5,446

