

The NEW  
**Clipper**<sup>®</sup>

MODERNIZING TRANSIT  
FARE PAYMENTS FOR ALL

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# Spanning the Bay Area



22 Transit Operators



Mobile Phone Partners



Support 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

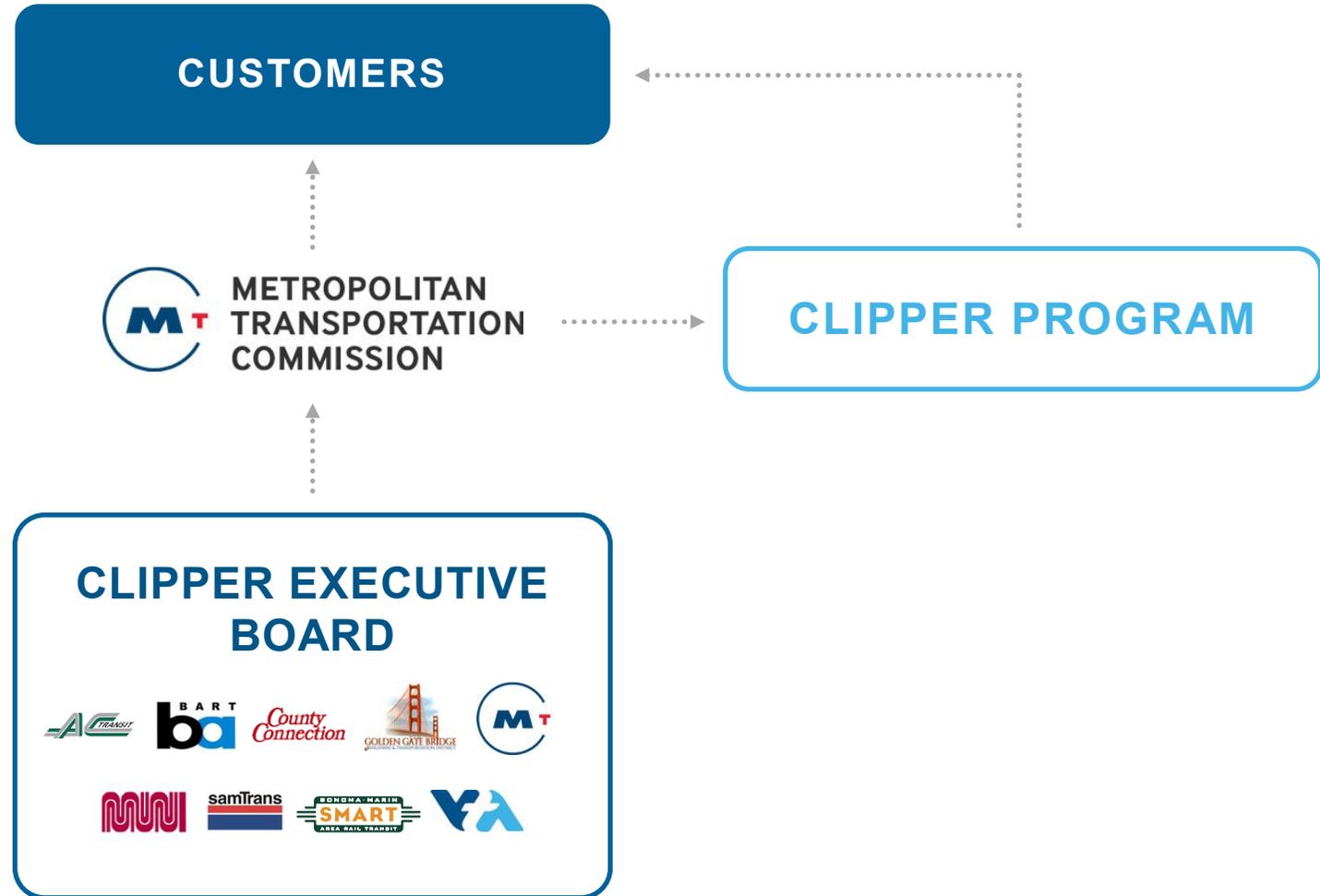
Redwood City

SAN MATEO COUNTY

San Jose

SANTA CLARA COUNTY

# Clipper Governance



# Clipper Today





**4 Million**  
Active Accounts

Each Month



**\$36 Million**  
Fares Collected



**16**  
**Million**  
Uses

# Users Love Clipper!

94%  
Satisfaction

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95%  
Would Recommend



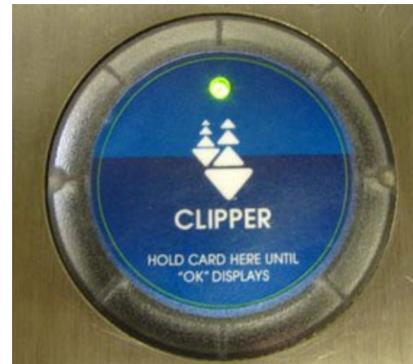
# Current System Limitations



# The System Needs Modernizing

1999 Technology

2005 Equipment



# The System Is Stretching to Meet All Customer Needs

Transit benefit recipients

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Low-income (equity)

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Youth and seniors

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People with qualifying disabilities (accessibility)

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Transit benefit companies

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Employers, colleges and residential developments



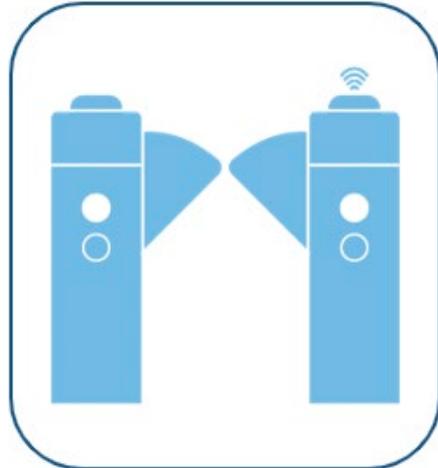
# The New Clipper



# All New Equipment



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



**Clipper Rail  
Gate Card  
Readers**



**Platform  
Stand-Alone  
Card Readers**

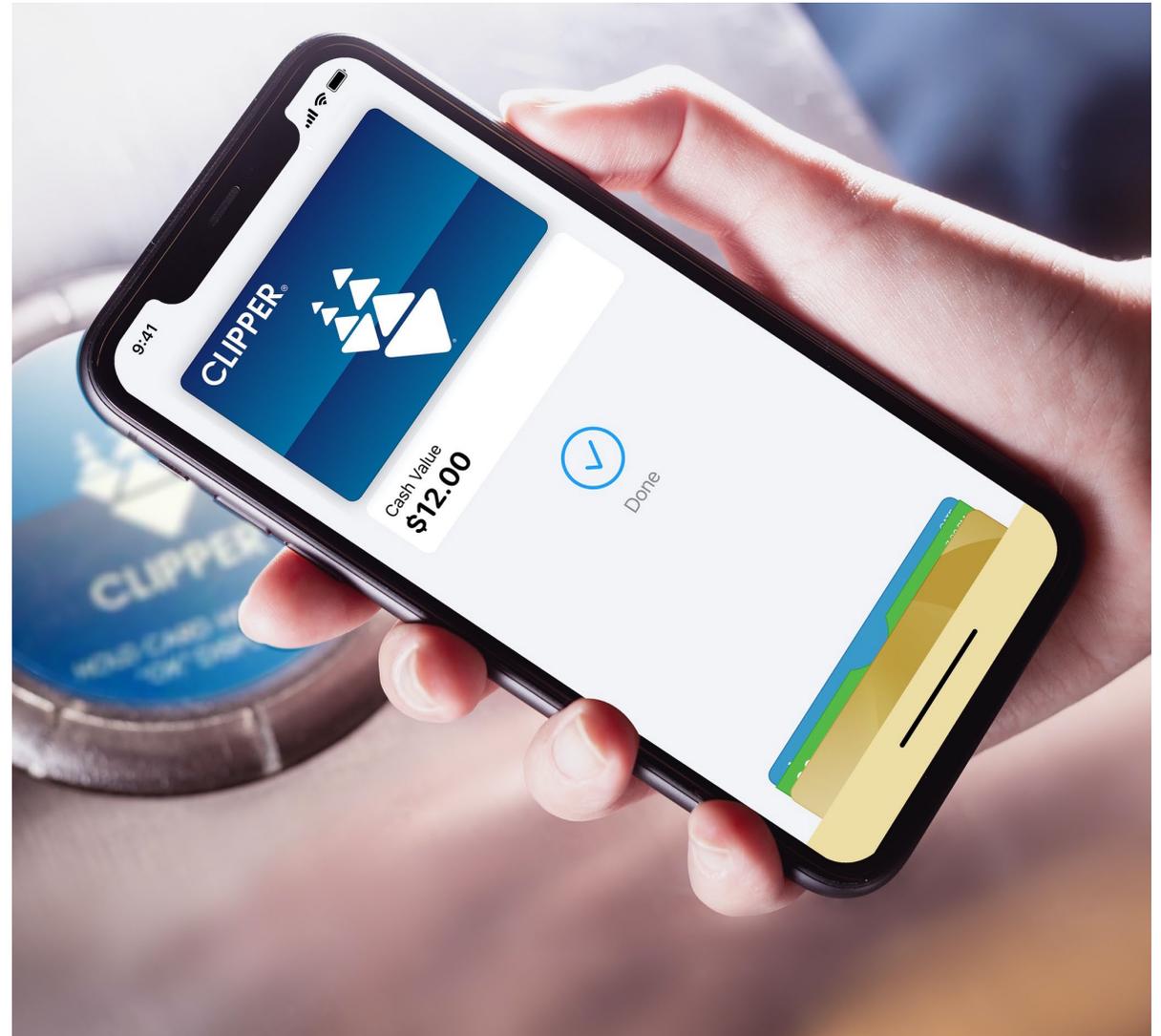


**Customer  
Service  
Terminal**



**Handheld  
Retail &  
Inspection**

# Mobile Clipper Card



# Cards You Already Have

Pay for your ride by directly tapping a contactless credit/debit card on a Clipper card reader



# Clipper Mobile App

Instant Funds

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See Balance

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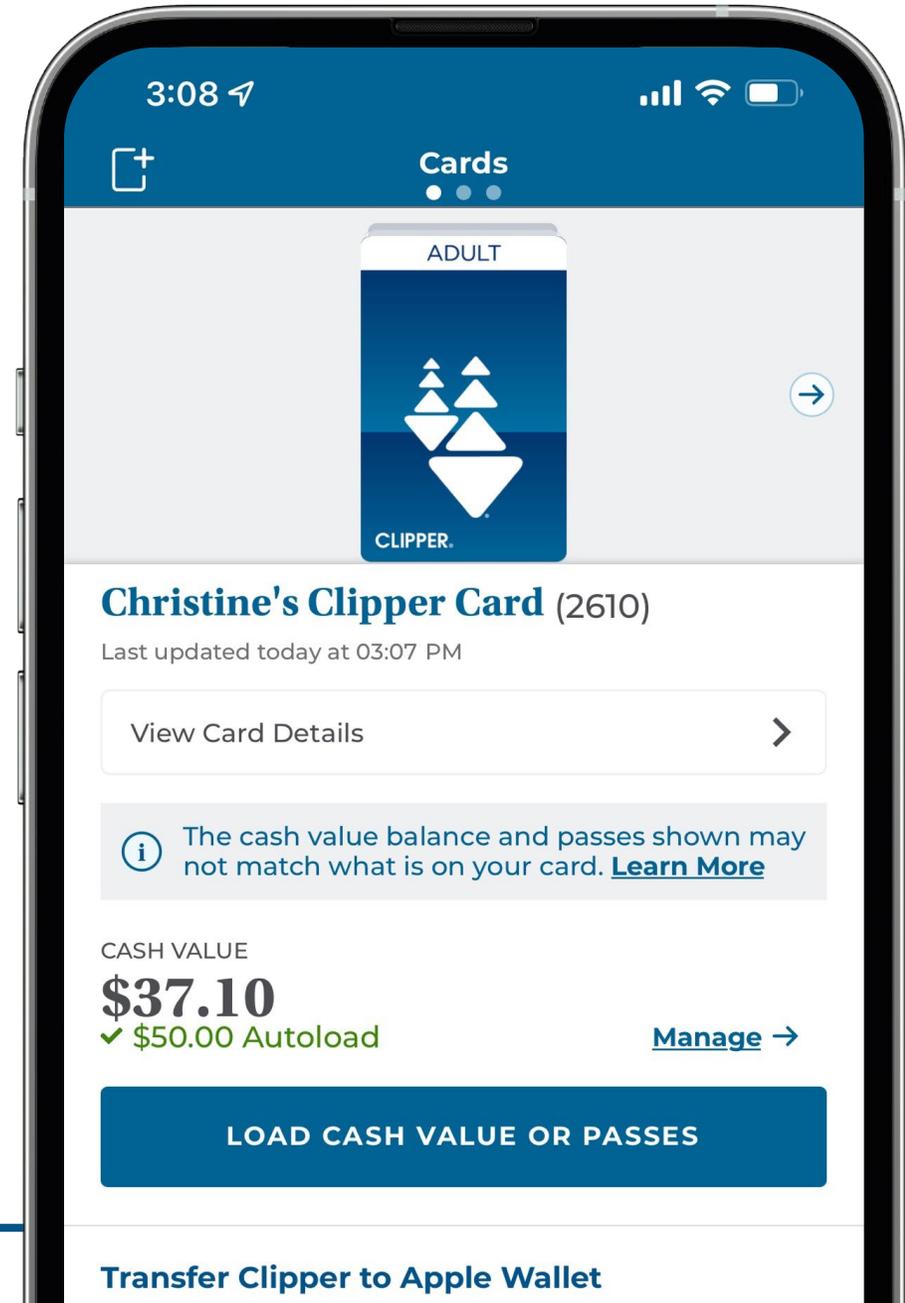
See Travel Costs

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Plan Trips

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Group Travel



# It's Family Friendly

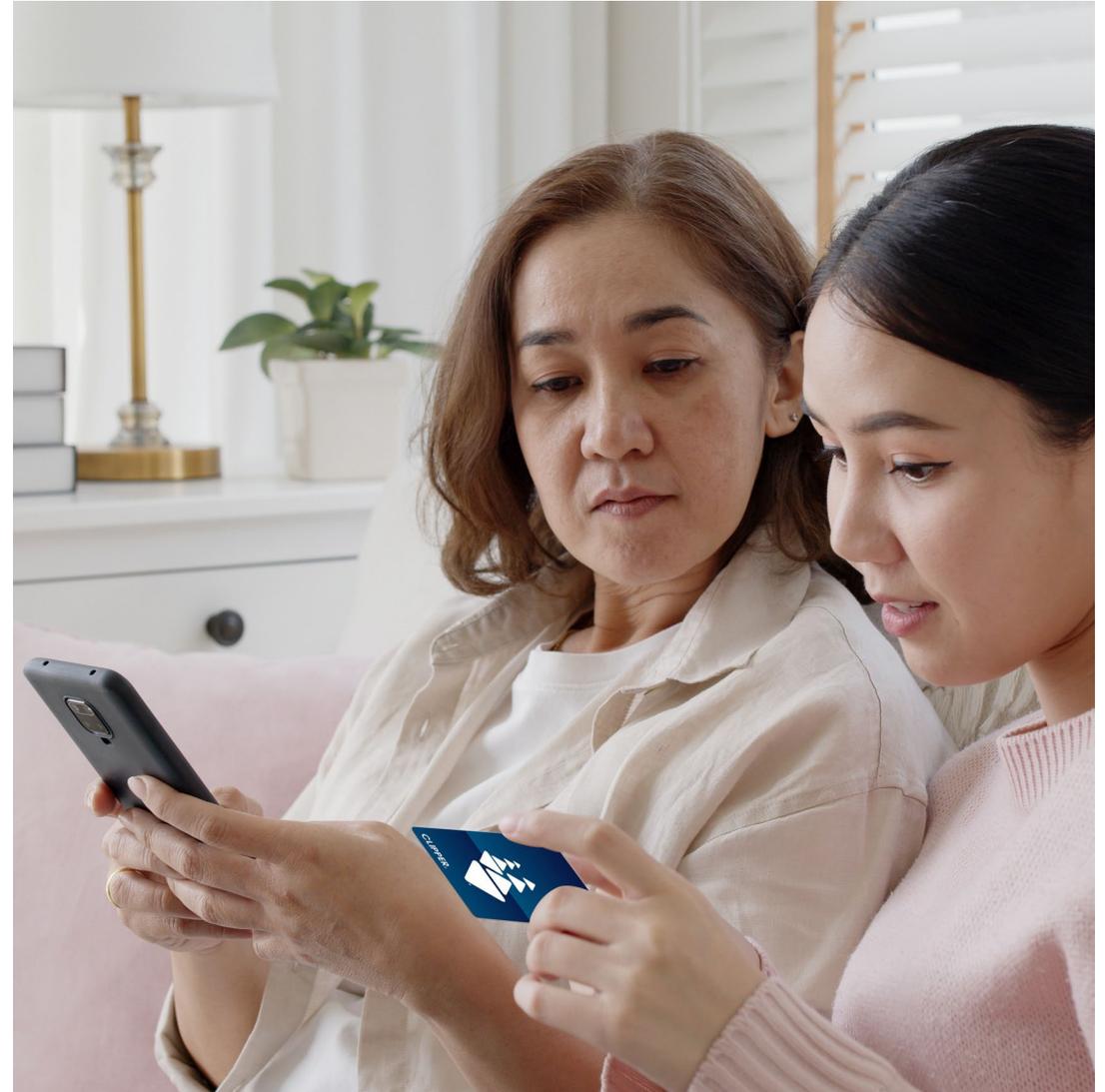
Manage Kids' Cards

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Manage Seniors' Cards

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Manage Another Account

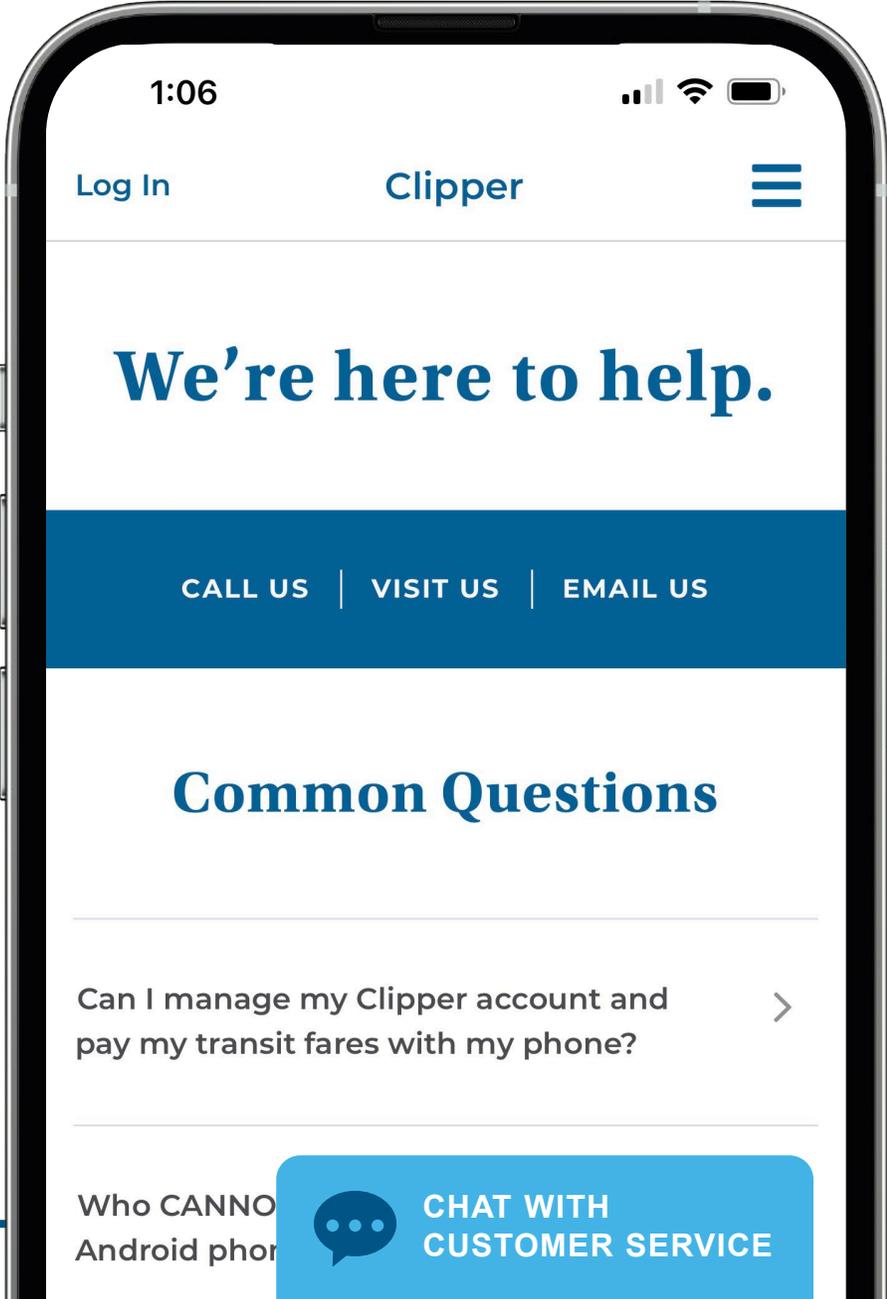


# Best-in-Class Customer Service

Automated Phone Options

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Live “Chat”



# Clipper Retail Locations

New Equipment

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Small Footprint

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Wireless

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More locations

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Equity Priority Communities



# Promotions and More

## Targeted Fare Discounts and Promotions

## Regional Fare Products

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.

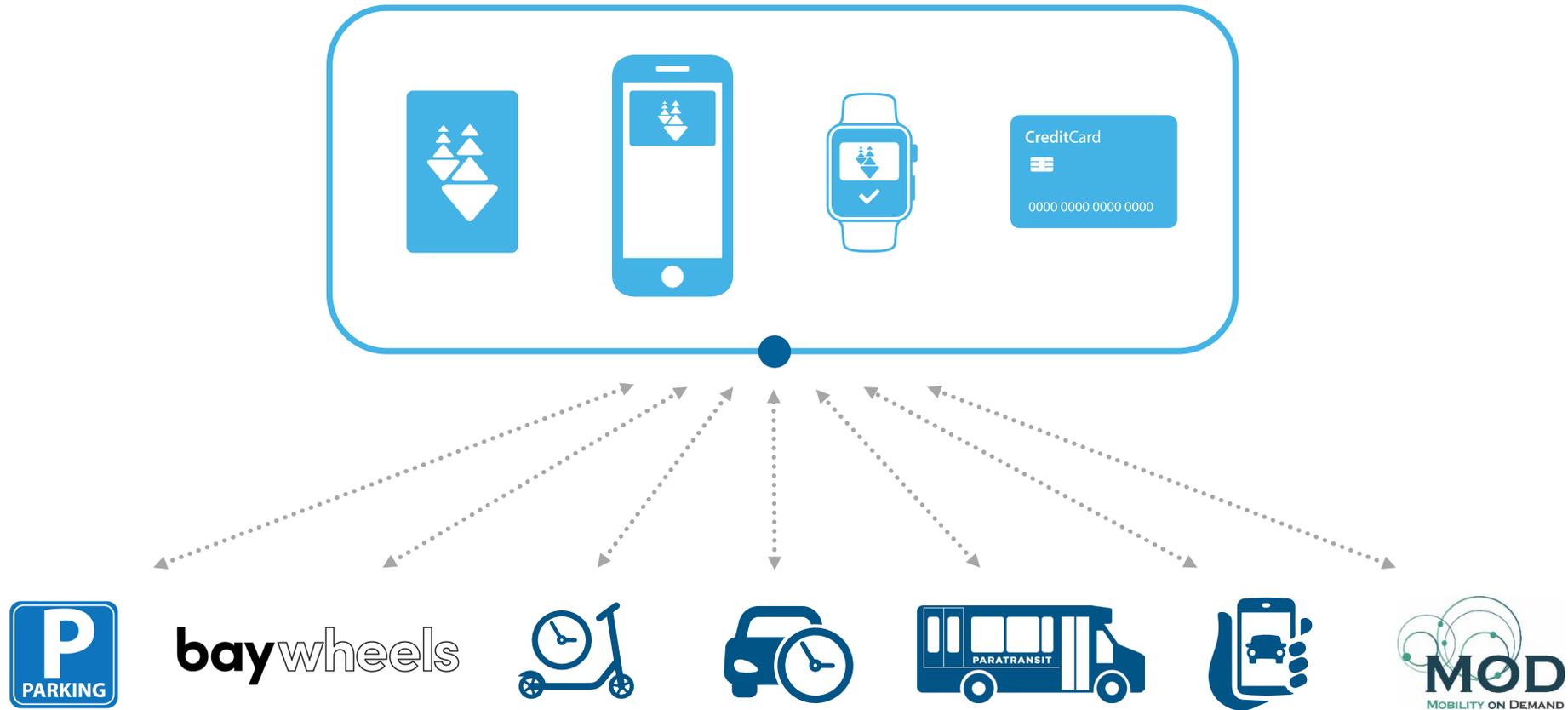
We've made it easy with quick guides to every service on Clipper. Find your service:

<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 \(access only\)](#)

# The Way to Access Them All



# Refreshed, Reliable System

Faster and Easier

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Benefits for Customers

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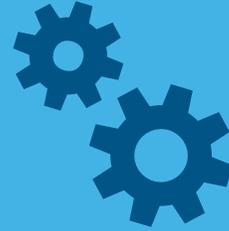
Benefits for Operators



# Long-Term Benefits



**MORE RELIABLE  
SYSTEM**



**NEW EQUIPMENT**



**ROBUST SOFTWARE**



**CLOUD-BASED  
FOR SECURITY**



**PREPARED FOR  
NEW PARTNERHIPS**

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



SolTra  
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