

Clipper C2 Update

Agenda

- Clipper 2 Overview
- Benefits of Clipper 2
- Upcoming Milestones
 - Backoffice Design Activities
 - Business Rules Review
- AC Transit Milestones
 - Standalone Validator Install
 - On-Bus Validator Install
 - CAD/AVL Integration

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THE FUTURE OF CLIPPER Current and Next-Generation Clipper System

The heart of mobility payment in the Bay Area

- ▶ Use a Clipper card to conveniently pay fares on 22 transit agencies with a single card.
- ▶ Clipper allows customers to easily transfer between agencies.
- ▶ Nine transit agencies offer single-ride discounts to Clipper customers.
- ▶ Seven transit agencies offer money-saving passes only on Clipper.
- ▶ In 2019, Clipper processed an average of 23 million transactions and \$56 million in revenue.
- ▶ Customers love Clipper, which earns a 96% satisfaction rating.



But...an aging system

- ▶ Finding parts to fix existing equipment is increasingly difficult.
- ▶ Fixing problems can require customized, costly solutions.
- ▶ So we're upgrading to a new system.

A bright future—and the future of seamless mobility

- ▶ The new Clipper system is on schedule to roll out over the next couple of years (full transition by 2023).
- ▶ The new system will:
 - Allow you to pay with a Clipper card or your phone.
 - Have value availability immediately.
 - Replace 90s-era equipment with new, modern equipment.
 - Be available for transit parking and other transportation choices for seamless travel.

Clipper goals



Intuitive, familiar
experience



Excellent, proactive
customer service



Transparent and
efficient governance



Accurate and
complete data



Flexibility and
responsiveness



Efficient and reliable
operations

We are taking a successful but outdated system and bringing it up to date while preparing for the future.

futureofclipper.com



C1 – C2 Comparison

Current C1

- Reload your Clipper Card at Clipper locations
- 3-5 day delay between adding value and it becoming available on your card
- \$5 balance transfer fee if card is lost

Next Gen C2

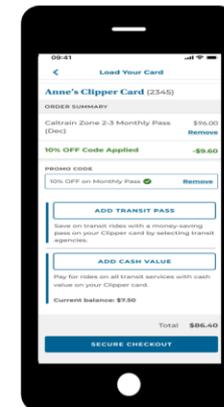
- Reload your Clipper account online
- Adding value is immediate
- No balance transfer fee
- Open Payment



Clipper Customer Website and Mobile App

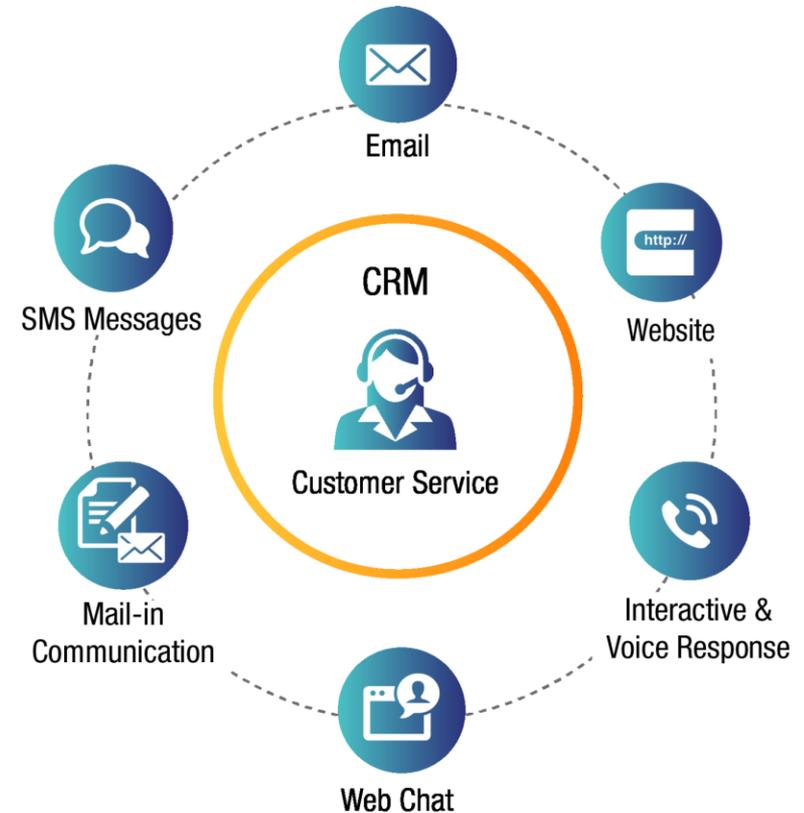
New Features in Account-Based System:

- Instantly add value and passes to accounts (both mobile and plastic cards)
- View real-time trip and payment activity
- Transfer value between cards/accounts
- Manage accounts of family members
- Chat with Customer Service
- Manage email, SMS, and push notifications
- Purchase and activate tickets for individual or group travel on mobile app



Customer Relationship Management System

- More options for customer service contact
- Improved incident management tracking and customer historical information
- Quick resolution without the customers remaining on phone
- Instant sale of products and cash value



Delays regarding Validators

COVID related shortages and supply chain issues with chips and plastics

Delaying in equipment installation

Cubic outlined a proposed approach to mitigate the delay's effect on the overall schedule.

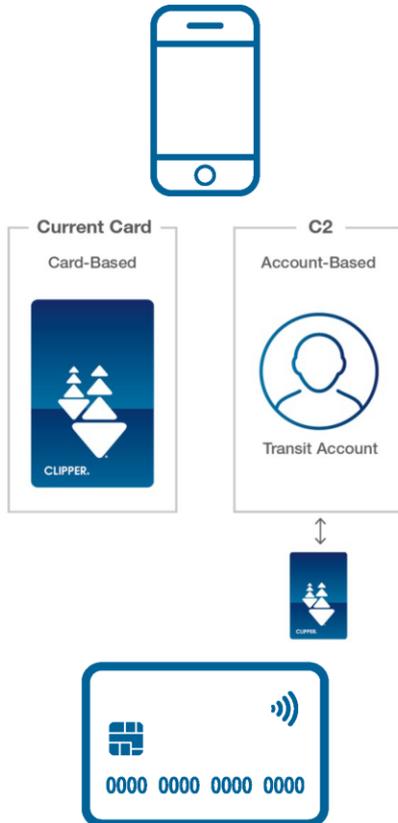
C2 Account based components and functions would be tested and implemented in two stages.

The first stage is to be completed by being revenue ready in October 2022

The second stage is to be completed prior to customer transition



Key Customer-Facing Milestones



- Mobile Application iOS and Android Launch – Apr/May 2021
- Pilot Bus and Platform Equipment Installation – Oct 2021
- Regional Bus and Platform Equipment Installation – Jan – Jun 2022
New retail devices deployed
- Account-Based Back Office Fully Functional – Oct 2022
Beginning of customer transition from card-based to account-based
C2 Customer Service Center operational
New customer website, mobile application
New Clipper cards issued
- Full Account-Based Operations – Jun 2023
Account-Based business rules, products, features deployed
Open Payment acceptance



Questions?

