



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

Master Minute Order

File Number: 20-093

Report ID: 20-093

Type: Regular - External Affairs

Status: Received

Agenda
Section:

Meeting Body: Board of Directors -
Regular Meeting

Report Created: 02/04/2020

Final Action:

ded Action: Consider receiving a briefing on the Next Generation Clipper (C2) Program.

Moved from 4/8 to 4/22 per AB.
Moved from 4/22 to 5/13 per GM.

Sponsors:

Enactment Date:

Attachments: STAFF REPORT, Att.1. Clipper Executive Board C2
Update, Att.2. Clipper Intercept Survey Results

Enactment Number:

Hearing Date:

Effective Date:

History of Legislative File

| Acting Body: | Date: | Action: | Sent To: | Due Date: | Return Date: | Result: |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------|----------|-----------|--------------|---------|
| Board of Directors - Regular Meeting | 05/13/2020 | Received | | | | Pass |
| Action Text: MOTION: SHAW/WALLACE to receive a briefing on the Next Generation Clipper (C2) Program. The motion carried by the following vote: | | | | | | |
| Notes: Chief Information Officer Ahsan Baig presented the staff report and introduced Jason Weinstein and Edward Meng with the Metropolitan Transportation Commission. | | | | | | |
| Director Shaw asked how the mobile app compares to the plastic Clipper card and whether the app would include the monthly pass. Mr. Weinstein advised that the mobile app would have the full functionality of the plastic card, including the monthly pass. He further clarified that everything that a Clipper card user has on their plastic card would be available on the virtual app card. | | | | | | |
| Director Shaw commented on the ticket vending machine provider mentioned in the staff report and asked for clarification as to whether the same vendor will be used for the BRT tickets. Mr. Weinstein advised that one vendor will be used for AC Transit's general service system and another ticket vendor is assigned to the BRT | | | | | | |

system.

Director Shaw further inquired about the timeline for the Clipper app implementation. Mr. Weinstein advised that progress in implementing the application had slowed down due to the Covid-19 pandemic, but was confident that the app will launch by the end of the year.

Director Harper commented that Clipper may be inaccessible to the riders who do not own bank accounts and rely solely on cash. Mr. Meng advised that there is an upward trend in Clipper use across the region. He further explained that other agencies are driving the increase in Clipper use on AC Transit's buses, citing BART's change to Clipper-only payments in 2019 and UC Berkeley's student pass as examples.

Director Young asked if the new Clipper app will have the capability to communicate out to riders about service change updates. Director Young further raised questions about privacy and data collection, specifically about the Clipper app's capability to collect the users' identity, and who would have ownership of such data for the purpose of the Public Record Act. Mr. Weinstein acknowledged the relevant privacy concerns and advised that MTC's privacy policies allow riders to opt in or out of communications. He added that once the Clipper app graduates to an account-based system in 2022, users will have an option to use anonymous Clipper accounts. Mr. Weinstein further advised that public record requests for Clipper data are handled by MTC.

Director Harper observed that some transit agencies use the tag-on/tag-off method to collect ridership data and asked if such functionality will be offered to AC Transit. Mr. Meng advised that the method is used primarily for fee collection, because some transit agencies have multiple travel zones and charge fees per zone. By tagging-off at their destination, riders are ensuring they are not being charged for additional zones. Mr. Meng explained that the Clipper app is capable of such functionality, however, AC Transit is currently charging flat fees so the tag-on/tag-off method wouldn't apply.

Ayes: 7 President Wallace, Vice President Ortiz, Director Harper, Director Shaw,
Director Williams, Director Peeples, Director Young
