

To: Marketing, Planning & Legislative Committee

Date: 8/27/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Next Generation Clipper Update

Background:

The current Clipper system was initially developed almost 20 years ago and is nearing the end of its serviceable life. The Metropolitan Transportation Commission (MTC) has been working with its contractor Cubic and the various transit operators to develop the Next Generation Clipper (C2) system to replace the current one.

When County Connection joined the Clipper program in 2015, the system had already been operational on a number of Bay Area transit systems for several years. Because of this, many of the system's features were already well established, which placed limitations on the amount of customization that could be done to accommodate County Connection's needs, as well as those of the other smaller transit operators that joined the program at the time. The C2 system provides an opportunity for County Connection staff to have input early in the process so that the new system can better meet the needs of the agency and its passengers.

C2 System Timeline:

The new C2 system will be deployed in two separate phases. The first, "accelerated" phase will be rolled out over the next couple years (2020 – 2021) and will include faster load times for online orders, a mobile app that will allow passengers to use their mobile device instead of a physical Clipper card, and new onboard devices. The second phase will focus on overhauling the "back office," or the inner workings, of the Clipper system, and will significantly improve the customer experience by simplifying account management. It also provides an opportunity to make changes to how the system is set up and configured, which has implications for operations, data and reporting, customer service, and financial settlement.

C2 Priorities:

County Connection staff has put together an initial list of desired changes and priorities for the new C2 system, mostly based on the major issues and pain points associated with the current system (see Attachment 1). A number of these items are already explicitly called for

in the new C2 contract, including the separation of County Connection as its own operator and integration with transit operator Computer Aided Dispatch and Automated Vehicle Location (CAD/AVL) systems so that drivers do not need to log into the Clipper system separately. However, other more detailed items on the list will require staff involvement and input as the new system design is developed and finalized. It should also be noted that staff intends to continually add to and revise this priority list as new issues arise and features of the C2 system design become more concrete.

County Connection staff is currently reviewing and providing comments on the first set of design documents for the initial accelerated phase of the new system. This will be followed by three additional review cycles that will continue through mid-2020. Staff has also been part of the User Interface and User Experience (UI/UX) working group for the mobile app, providing direction and feedback on the user flows, functionality, and design of the new app. Design of the second phase of the new system will not begin until late 2020.

Financial Implications:

None

Recommendation:

For information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: County Connection C2 Priority List

Attachment 1 – County Connection C2 Priority List

Category	Description	Priority
General	Separation of County Connection as its own Transit Operator within the Clipper system	High
General	Configuration of individual routes, as opposed to grouping of local vs. express routes	High
Reporting	Direct access to more detailed data (e.g., transaction-level) and ability to export data in a raw format (e.g., csv, Excel)	High
Operations	Integration with CAD/AVL system so that operators do not need to log into Clipper system separately	Medium
Maintenance	Provide a web portal for Transit Operators to track and update devices, including associated vehicles, monitor device performance/issues, and configure notifications	Medium
Customer Service	Make TVMs more affordable to install and maintain and/or increase availability of retail network	Medium
Fares	Allow instances of an institutional pass to be valid on specific routes	Low
Customer Service	Provide a mechanism for Transit Operators to remotely add value or product to a customer's card given a serial number, or provide a coupon/voucher to be used by the customer	Low
Customer Service	Allow balances across multiple cards to be combined onto one card by Transit Operator CS staff	Low
Account Management	Add ability for customers to batch download/view ride history for all cards associated with an account	Low
Account Management	Allow customers to add/customize account alerts, including Autoload being triggered, types of transactions (e.g., pass loaded, fare amount threshold)	Low