

To: Advisory Committee

Date: September 5, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Changes To RTC and Clipper Programs Effective 9/1/12

Summary of Issues:

Last November this Committee was updated on changes that were taking place with the Regional Transit Connection (RTC) Program in regards to attendants, as well as some recommendations by the Bay Area Partnership Access Committee to address the widespread use of Clipper. With the seven largest transit agencies using Clipper as their primary fare card, it's important that the two programs be better coordinated.

Several changes are taking with both programs effective September 1, 2012 that may cause some initial confusion, but will ultimately benefit the user.

RTC Changes Effective September 1, 2012

1. RTC Discount Cards will expire 5 years from the date of issue rather than 3 years. The fee will remain at \$3.
2. RTC Discount Cards will no longer be issued to seniors EXCEPT seniors those eligible to travel with an attendant. The RTC Program will focus on the more complex process of disability verification.
3. Both Clipper and RTC databases will be managed by the Clipper Customer Service Contractor. Without this integration, RTC clients with value on their RTC cards have difficulty getting values restored when a card expires or is lost. Medical verification for the RTC Cards will continue to be managed by an independent contractor privacy purposes.

The Central Processor will send out the renewal letters 60-90 days before the card expires. Customers – except those eligible for attendant travel – will be notified of the policy change and be advised to get the Clipper card instead of renewing the RTC Card. The Senior Clipper Card is immediately available, free, has no expiration date, and has features such a card registration in case the card is lost, auto load value, and restoration of value if the card is lost. However, they do have to get the card in person.

Changes To The Clipper Program

New adult Clipper Cards will cost \$3. Clipper will waive the fee when users sign up for automatic reloading when ordering the card online. The initial \$5 minimum load at time of purchase will no longer apply.