

To: O&S Committee

Date: 11/21/2016

From: Ruby Horta, Manager of Planning

Reviewed by:

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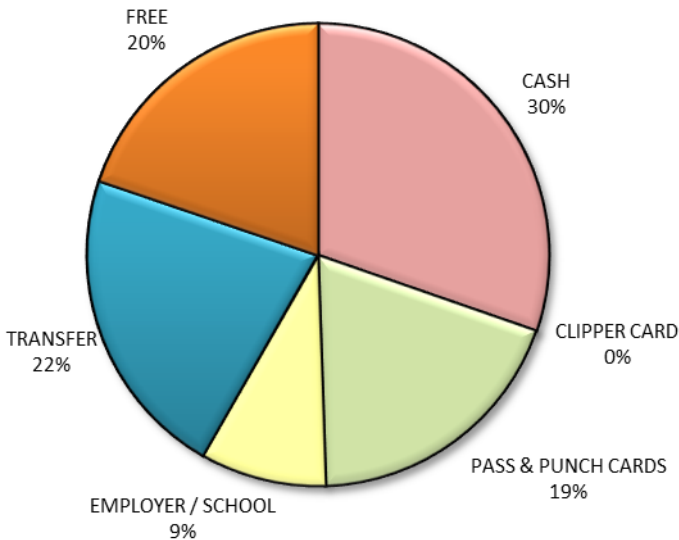
**SUBJECT: Clipper Fare & Revenue Analysis**

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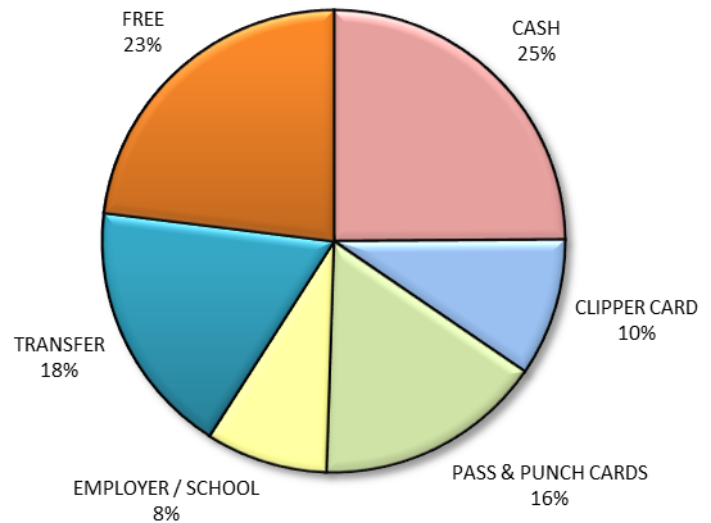
### Background:

County Connection began accepting Clipper as a form of payment in November 2015. Since then, Clipper usage has been trending upwards, with more than 330,000 users through September 2016. We compared two quarters in different years to assess how Clipper usage is changing fare collection. When you compare January – April 2015 (before Clipper) to January – April 2016 (after Clipper) you see a reduction in all fare type use and a 10% increase in Clipper use. Similarly, the Clipper revenue collected during the same period is about 10% of total revenue.

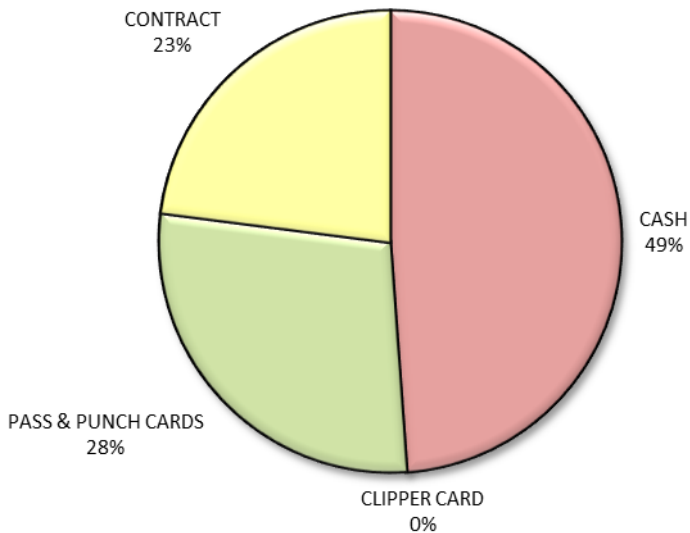
**January - April 2015  
Fare Type**



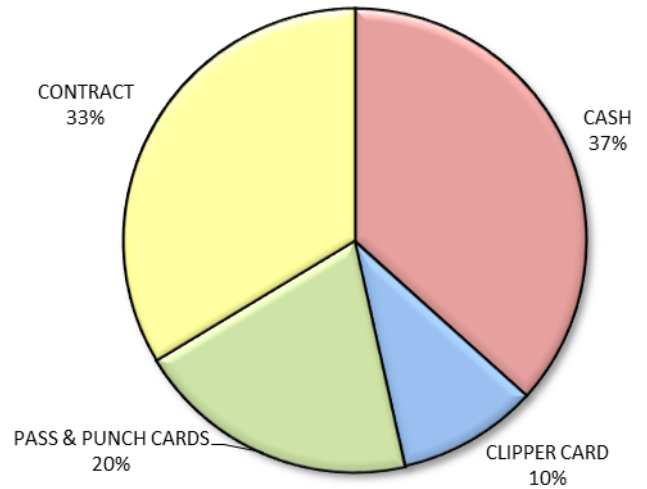
**January - April 2016  
Fare Type**



**January - April 2015  
Revenue Trend**



**January - April 2016  
Revenue Trend**



You will note that the revenue charts have fewer categories. “Free” and “Transfer” are not accounted for in revenue. There is no fare collected, at the farebox, for passengers that ride for free. Those fares are covered under “Contract” agreements with various entities, City of Walnut Creek, Shadelands, Bishop Ranch, etc., submitting payment on quarterly or monthly basis directly to County Connection. Individuals that use a “Transfer” pay cash at the farebox. Transfer cash in the farebox cannot be differentiated from regular fare cash, therefore, all cash is accounted for under a single category.

A comparison of the overall system from the beginning of 2015 to the same period in 2016 in terms of total boardings and revenue collected shows a slight increase in both categories with an increase of \$0.4 in the average fare paid.

Jan - April	Boardings	Revenue	Avg. Fare
2015	1,217,359	1,403,292	\$ 1.15
2016	1,250,355	1,481,897	\$ 1.19

Clipper boardings and the respective revenue collected indicate that the average fare collected for this new system is aligned with the overall trend.

Jan - April	Boardings	Revenue	Avg. Fare
2015	-	-	N/A
2016	120,689	145,023	\$ 1.20