

To: Advisory Committee

Date: 03/03/2017

From: Mary Burdick

Reviewed by:

SUBJECT: C2-The Next Generation of Clipper

Background:

MTC is planning a series of public engagement activities to gather input on the next generation of Clipper and is launching two rounds of public engagement this spring.

The public will have an opportunity to comment on the Draft RFP for System Integrator for Industry Review. This 527-page document is not very accessible for laypersons, so a 1-page summary of key features is provided in multiple languages on the website created for this project, futureofclipper.com. Copies of the summary will be available at the meeting, and your assistance in helping to spread the word is encouraged.

The deadline for responses is April 3, 2017.

Online Survey

In mid-April, MTC will launch an opt-in online survey, similar to the one conducted in 2014 that generated 7,600 responses. The survey will be open until May 31, 2017. They anticipate the survey will focus on issues that could be addressed in the final RFP and implementation of the system, but that could also be addressed now through customer education. MTC is currently planning focus groups to help better define survey questions.

MTC is preparing a package of materials for transit agencies to use to promote the survey and other input opportunities. They will include:

- Take-ones (in English, Spanish, Chinese and Vietnamese)
- Car card artwork (in English, Spanish, Chinese and Vietnamese) – (agencies to print and install)
- 30-second video
- Social media and other messaging of various lengths
- Talking points and discussion questions for use in advisory committees, board meetings, etc.

Recommendation:

Advisory Committee members are encouraged to help spread the word of the outreach activities. As the materials become available, they will be forwarded to committee members for your use.



Summary of Draft RFP

The Next-Generation Clipper System is on the Horizon!

In a few months, the Metropolitan Transportation Commission (MTC), manager of the Clipper fare-payment program, will issue request for proposals (RFP) outlining the scope, specifications and requirements for the next-generation Clipper system. From the proposals, MTC and its transit agency partners will select a system integration vendor and begin implementation.

MTC recently released a draft of the RFP and is soliciting industry review and public feedback. This one-page summary serves as a layperson's description of the technical scope of work.

Now is your chance to influence development of the next Clipper!

Submit comments by email to feedback@futureofclipper.com or via voicemail at **415.778.6680**.

Customers can expect...

- ▶ An intuitive, efficient and familiar experience.
- ▶ Excellent, proactive customer service.
- ▶ Operational efficiency and reliability.

MTC and the transit agencies are considering a Clipper system where:

You can pay with...

- Mobile phone/wearables
- Mobile ticketing apps
- Contactless smart cards
- Limited-use smart cards
- Open-payment bank cards

You'll get customer service from...

- Websites
- Telephone call center
- Walk-in customer service centers
- Self-service customer kiosks

You can get a card and add value via...

- Websites
- Telephone call center
- Transit station ticket machines
- Walk-in customer service centers
- Partner retailers
- Self-service customer kiosks
- Institutions (e.g., work and school)

Our technology will enable...

- An account-based system, no longer card-based
- Fast, reliable transaction processing
- Consistent, accessible customer-facing systems
- Configurability of transit agency fare policies
- Modular architecture; open or published interfaces
- Integration with legacy Clipper systems
- Expansion to regional partner agencies (parking, bike share, tolling, ride sharing, etc.)

What is C2?

The next-generation Clipper® system (C2) will be a customer-focused, cost-effective fare-collection system that supports a modern, seamless transit experience for traveling around the Bay Area, providing a flexible platform for improving future regional travel, delivered through a collaborative partnership among Bay Area transit agencies, MTC and its private-sector vendors.

The C2 System Integrator

will be responsible for collection and processing, customer service tools and account management (including mobile apps and website), back-office systems/operations, administration, system monitoring, data storage, fraud/security control, disaster recovery, retail network management, integration with transit benefit and institutional programs, and limited maintenance of Clipper equipment. **MTC** will be responsible for management, including contracting, program accounting, and customer education and branding. **Transit agency partners** will be responsible for agency-specific accounting and customer service, fare inspection and enforcement, wired communications, and upkeep of Clipper devices as well as fare policy.



We welcome your comments! Send us your comments by email to feedback@futureofclipper.com, or via voicemail at **415.778.6680**. Deadline: April 3, 2017. Find more information at futureofclipper.com.