

STAFF REPORT

SUBJECT: Clipper® Card Update

FROM: Christy Wegener, Director of Planning and Operations

DATE: September 2, 2015

Action Requested

This is an informational item.

Update

Over the past 60 days: Equipment for Clipper® has been installed on all Wheels buses, with all the necessary backend equipment installed at all Wheels facilities (Transit Center, administrative offices and Atlantis). Passengers may notice a brown canvas bag covering the Clipper® card reader near the farebox.

Over the next 30 days: Training on how to operate and maintain Clipper card systems will occur in September. Customer service training will also occur in September. Marketing materials will be finalized and may begin to appear online and on buses in September. Tri-Valley retailers are being lined up to sell Clipper®, including Walgreens and Whole Foods. Outreach will occur in September at key locations in the Tri-Valley, including BART and the Transit Center.

The current revenue-ready timeframe is mid-October; however, this is considered a *soft launch* and therefore Clipper® will not be heavily promoted until later in the month. The East Bay operator group, including County Connections, Tri Delta Transit and WestCAT, along with MTC, will heavily promote Clipper® at the same time. All dates are subject to change.