

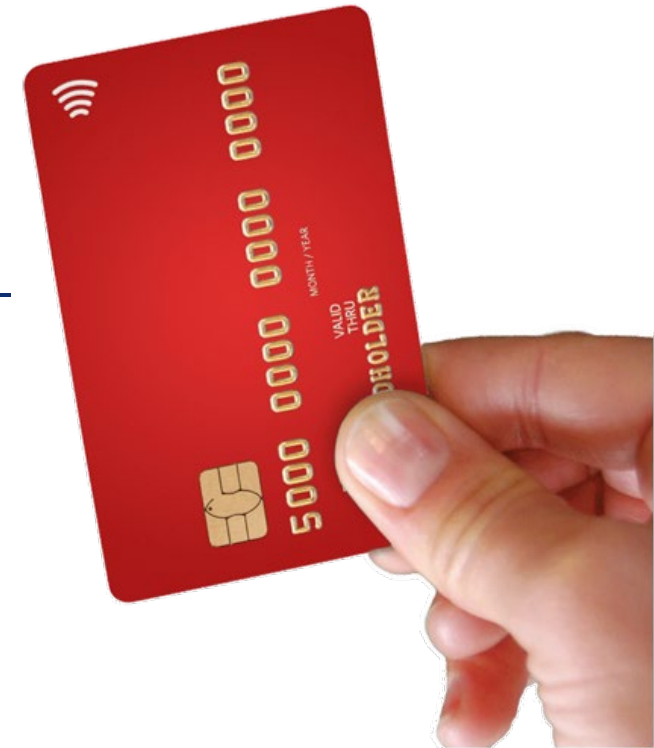


C2 Transition Overview

Clipper Executive Board Meeting
February 24, 2025

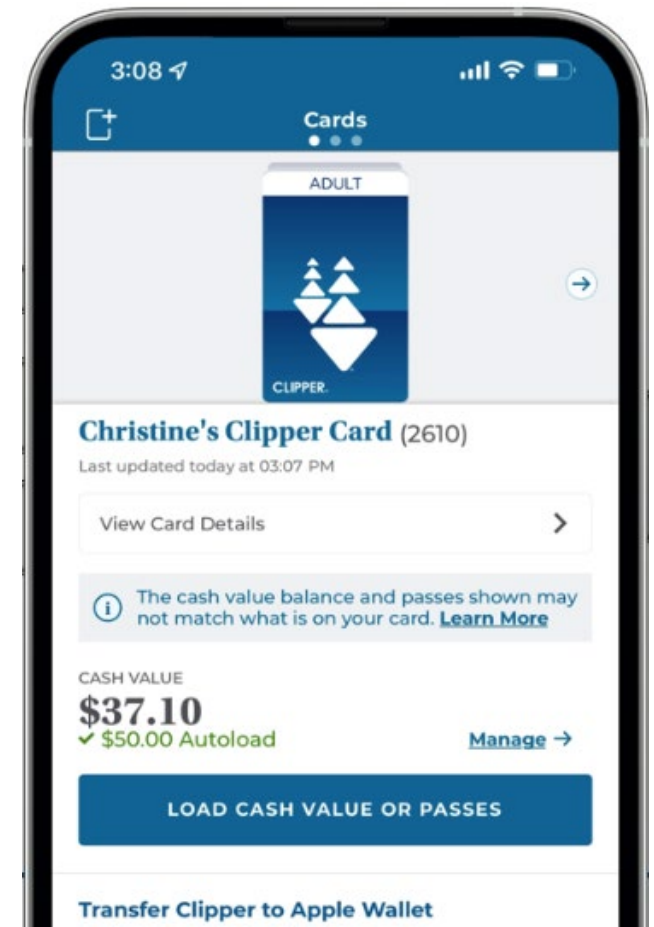
What's New at Start of Customer Transition

- Open Payment acceptance
 - Visa, Mastercard, American Express, Discover, Apple Pay, Google Pay
- New Tapping Procedures
 - No balance on reader, Marin Transit and dual-tap operators (excl. BART)
- Account-Based Features
 - Regional inter-operator transit discount
 - Accumulators
 - New passes and products
 - Real time loads



Card-based to Account-based Card Transition

- Process by which a customer's C1 card-based media is converted to an account-based media ("flipping") and corresponding value, products, ride and transaction history are migrated to the account-based C2 back office
- Customer Initiated
 - Log into C2 account-based website
 - Log into C2 account-based mobile app
 - Call the C2 customer service center
- Back Office Transition
 - List regionally prioritized based on card and customer profile
 - Once on list, card will flip when tapped



Transition Prioritization | Goals and Considerations

- Customer equity
- Operational impacts
 - Transit Operator staff
 - Institutions
 - Transit Benefit Providers
 - Customer Service Representatives
- Mitigate differences in customer experiences by capturing as many customers as possible within first month
- Target riders who will likely benefit most from new C2 features
 - New regional inter-operator transfer discounts
 - New product availability



Transition Priority Proposal – Discount and Institutions/TPBs

- Youth, Senior, RTC Clipper Access, START means-based

Discount Category	Cards – Total (approx.)	Cards – Active 6 Months	Cards – Active 12 Months
Youth	185,000	75,000	90,000
Senior	640,000	215,000	260,000
RTC / Clipper Access	150,000	25,000	30,000
START Means-Based	30,000	25,000	27,000

- Institutions and Transit Benefit Providers
 - Third parties require training on new C2 tools, portals, and sites
 - Lessens administrative burden of two different processes to manage programs
 - Customers who receive benefits most likely to use Clipper and tap regularly
 - Caltrain Monthly Passholders

Transition Priority Proposal – Adult Population

Group	Size (Estimated)
Marin Transit, Golden Gate Transit, Golden Gate Ferry, SMART, Sonoma County, Santa Rosa City Bus, Petaluma Transit + Others	250,000
BART + Others (Registered Only <i>Frequent Riders</i>)	600,000 350,000
Caltrain + Others	300,000
WETA + Others	130,000
Muni + Others (Registered Only <i>Frequent Riders</i>)	500,000 300,000
AC Transit + Others	500,000
VTA + Others	180,000

Group	Size (Estimated)
SamTrans + Others	175,000
County Connection, Wheels, LAVTA, WestCAT, Union City + Others	100,000
NVTA, Soltrans, FAST, Vacaville CityCoach + Others	20,000
BART + Others (Unregistered Only <i>Infrequent Riders</i>)	600,000 400,000 – 1.3M
Muni + Others (Unregistered Only <i>Infrequent Riders</i>)	700,000 200,000 – 900,000
All “Single Operator” riders	Descending population size

