

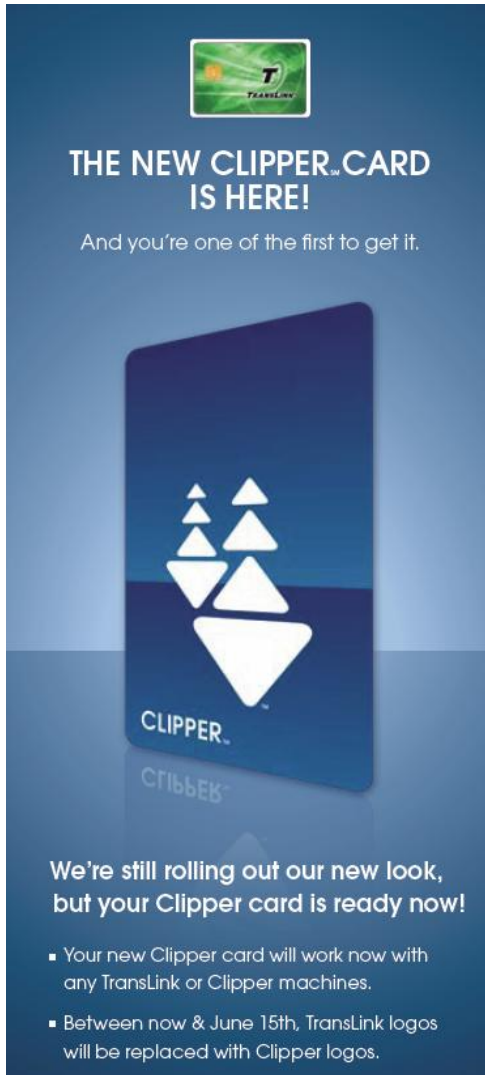


San Francisco Bay Area's Clipper[®] Smartcard: Navigating Social Media

APTA Fare Collection Workshop –

March 21, 2012

What is Clipper[®]?



- Clipper[®] is the Bay Area's smart card fare payment system.
- The program was previously known as TransLink[®], but rebranded in June 2010.
- We have grown rapidly since the Clipper launch - particularly due to a mandate that participating transit agencies make many of their fare products only available through Clipper.

Table 1: Program Growth Since Launch of Clipper Name

	June 2010	February 2012
Average Weekday Ridership	65,617	617,513
Monthly Revenue	\$4,158,760	\$27,888,658
Unique Cards Used per Month	77,759	533,592

Clipper and Bay Area Transit

- Clipper is currently accepted by 7 of the region's transit agencies
 - These agencies account for 95% of the 1.5 million daily transit boardings in the Bay Area



MTC's Role with Clipper



The Metropolitan Transportation Commission (MTC) manages the Clipper program.

- MTC is the regional agency responsible for transportation planning, finance and coordination in the nine-county Bay Area
- Holds the Clipper® contract with Cubic Transportation Systems
- Also manages the FasTrak toll collection program and 511 traveler information service



Our Social Network

Table 2: Clipper Social Media Followers in Relation to Clipper Customer Base

	Facebook Followers	Twitter Followers	Unique Visitors to Clipper Website (Feb. 2012)	Unique Cards Used (Feb. 2012)	Active Card Accounts (Used within past 6 months)
Clipper	936	1,444	132,862	533,592	925,178

- **Facebook**

<http://www.facebook.com/BayAreaClipper>

- Established TransLink page in March 2009
- Launched Clipper page in June 2010

- **Twitter (@BayAreaClipper)**

<http://twitter.com/BayAreaClipper>

- Established under TransLink name in August 2009
- Switched to Clipper name in July 2010

Our Social Network

Table 3: Comparison of Clipper Social Media Network to the Social Networks of Bay Area Transportation Programs and Partner Agencies

Agency/Program	Facebook Followers	Twitter Followers
Clipper	936	1,444
MTC	204	416
Bay Area 511	696	6,168
FasTrak	69	n/a
AC Transit	773	1,713
BART	16,103	21,541
Caltrain	181	173
Golden Gate Bus & Ferry*	2,391	2,189
SamTrans	85	310
SFMTA (Muni)	n/a	5,268
Santa Clara VTA	1,246	587

*Associated with Golden Gate Bridge, Highway & Transportation District. Most info related to bridge (traffic) conditions, rather than transit service

How We Use Social Media

- Promote
 - New services
 - Outreach events
 - Transit agency initiatives
 - Retail network expansion
- Notify
 - Changes in website, phone and in-person customer service availability
 - System issues with potential customer impact
- Respond
 - Customers post questions, suggestions and complaints
 - Customer service assistance



Access to "My Clipper" will be unavailable from 10pm–12am this Sat, Feb 18th due to maintenance. All other web services will be available.

Social Media and Customer Service

- Customers use social media to escalate customer service complaints
- MTC and its marketing contractor act as customer service intermediaries
 - MTC does not have direct access to customer database or back office system data
 - Social media tools are not supported by the Clipper Contractor
- Difficult to diagnose specific card issues
 - Very complex system
 - Exchanging online messages can draw out resolution
 - Many people may become involved in investigation and resolution




The Value of Social Media

- More direct control over social media than Clipper website (clippercard.com)
- Immediate communication with customers
- Visibility into customer interests and concerns
- Customer posts have brought issues to light
- We follow:
 - Akit's Complaint Department (www.akit.org)
 - Muni Diaries (www.munidiaries.com)

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Muni Diaries™



DIARIES NEWS BEYOND MUNI SUBMIT

[← Please Love, Move Back](#) [Late night run to the 5-Fulton →](#)

Clipper Card Earrings! 03.01.12



Wow, this is new-level transit love. We found this photo from [@eddo_likes_you](#). That's some serious public transit DIY work there.

The Ongoing Social Media Experiment

- Still undecided about how much effort we want to invest in social media versus other channels
 - Would like website to be primary online resource
 - Encourage registration for direct communication
 - Need to communicate with customers who do not have Internet access
 - As long as the sites are maintained, need to respond to customer service expectations



Relationship Status: It's Complicated

- People are talking about Clipper
 - Growing part of Bay Area culture
- You should not have to spend a lot of time “following” a fare payment program
 - Want people to be aware of resources, but seamless on a day-to-day basis

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Thank You

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CLIPPER