



Clipper® Parking Programs

Bay Area Parking Technology Roundtable
December 8, 2014

Overview

- Many regional transit parking programs– free, hourly, daily, monthly, etc.
- Payments onsite, prepay/reservation, permit, or other
- No unified approach – some transit operators administer multiple programs
- SFMTA Clipper Parking Pilot program unique to utilize new Clipper Parking Purse for payment
- No all-inclusive Clipper parking solution exists



Park at Caltrain with Clipper

- Monthly parking permits
- Clipper used to identify qualifying parking customers
- Data file of Clipper card serial numbers with valid Monthly Pass or 8-ride tickets provided to Caltrain
- File uploaded by Caltrain to Ticket Vending Machines
- Caltrain customers purchase monthly parking permits by entering Clipper card serial number at TVM
- Payment at TVM by cash or credit card (no value deducted from Clipper card)



Park at Caltrain with Clipper



Park at BART with Clipper

- Daily use parking
- Clipper used as identifier
- Set up parking account with BART at bart.gov
- Clipper card serial number linked to parking account
- Tag Clipper card on validator inside paid area at BART stations
- Parking payment deducted from account (not Clipper card)

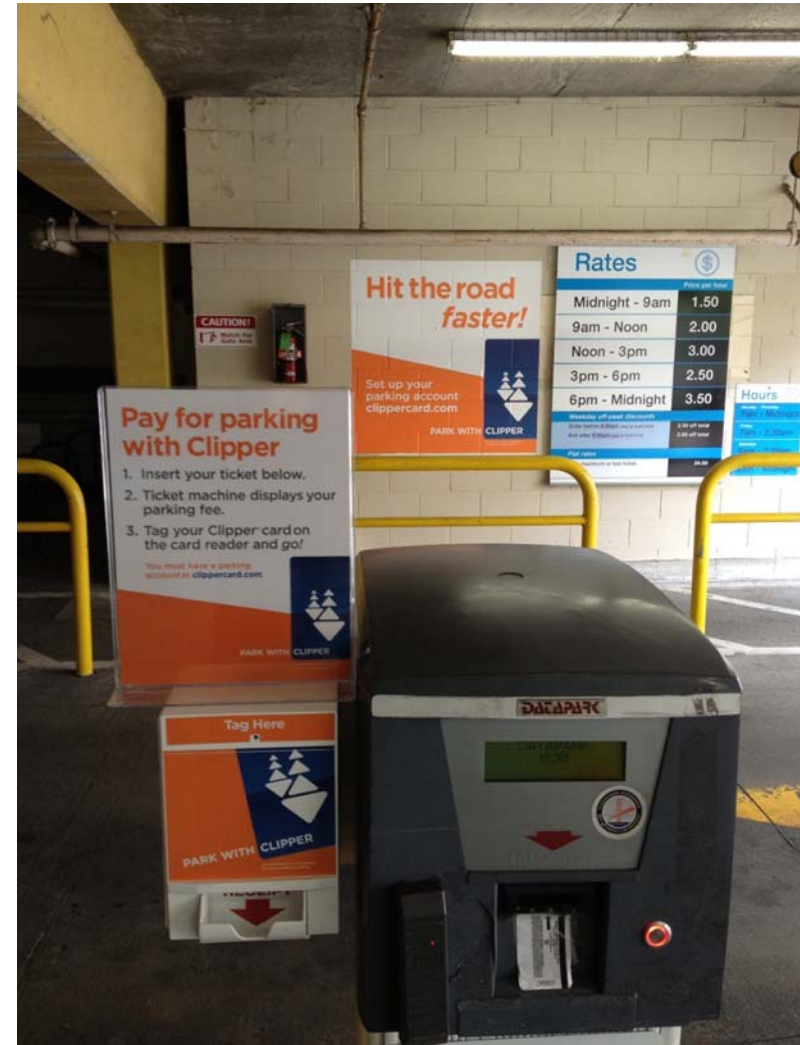


Park with Clipper at SFMTA Garages

- Payment with Clipper parking value
- New Clipper purse created to separate transit and parking funds
- Parking purse/funds must be set up prior to first use
- Automatic reload of funds available
- Could be compatible with post-tax parking benefit programs
- Parking purse could be used for other parking programs

Park with Clipper at SFMTA Garages

- Clipper software and reader integrated into existing parking gate
- When entering driver takes paper ticket from gate
- At exit, driver inserts paper ticket in gate, fee is displayed, Clipper card is tapped
- Payment deducted from Clipper card



Park with Clipper at SFMTA Garages- Pilot Locations

Facility	# of spaces	Location/Clientele
North Beach Garage	200	Chinatown/Little Italy
Performing Arts Garage	600	SF Opera, SF Symphony
Mission Bartlett Garage	400	Local Businesses/City College Mission Campus
Moscone Center Garage	730	SOMA/Convention Center
Japan Center Garage	920	Japan Town

SFMTA operates a total of 19 garages and 21 surface lots encompassing over 15,000 parking spaces.

Park With Clipper at SFMTA Garages

Hit the road *faster!*

1. Set up a parking account* at clippercard.com.
2. Next time you park, take a ticket at the entrance gate.
3. Insert your ticket at the exit gate.
4. Tag your Clipper® card and *go!*

Participating garages:

- Japan Center
- North Beach
- Mission Bartlett
- Performing Arts
- Moscone Center



Pay for parking with Clipper

1. Insert your ticket below.
2. Ticket machine displays your parking fee.
3. Tag your Clipper® card on the card reader and *go!*

You must have a parking account* at clippercard.com



Park With Clipper at SFMTA- Usage

- July 1, 2013 – June 30, 2014 (FY 2014)
 - Total transactions: 9,443 (average 787/month)
 - Total parking fees collected: \$100,248 (average \$8,354/month)
 - Average transaction: \$10.62
- Cards with Parking Purse loaded: 658
 - Average per card per year spent on parking: \$152.35
 - Average per card per month spent on parking: \$12.70



Park With Clipper at SFMTA- Usage

Number of distinct cards used for parking payment between July 1, 2013 and June 30, 2014 by garage:

Participant Name	Location Name	Distinct card count by garage
Japan Center Parking	Japan Center Garage	195
SFMTA Parking	Mission Bartlett Garage	117
SFMTA Parking	Moscone Center Garage	221
SFMTA Parking	North Beach Garage	92
SFMTA Parking	Performing Arts Garage	206

Comparison: FasTrak Parking at SFO

- FY 2014 (July 1 2013 – June 30 2014)
 - Total transactions: 588,058
 - Total \$ collected: \$17,798,088
 - Average transactions per month: 49,005
 - Average \$ collected per month: \$1,483,174





Questions?