

Clipper® Executive Board

November 17, 2025

Agenda Item 3c

Next-Generation Clipper® Marketing Communications

Subject:

Update on Next-Generation Clipper marketing communications plans and sample ads

Background:

MTC is continuing to prepare the marketing communications for the start of Customer Transition to next-generation Clipper on December 10. Dino Guevarra of VTA is serving as co-project manager of the marketing communications program.

Draft ads were shared with transit operators, including marketing staff, on October 10 and October 16. Operators provided feedback, and MTC made adjustments accordingly. Ads are currently being sized and readied for printing and digital placement. The launch will consist of three distinct campaigns:

- Contactless payment accepted on all transit operators
- Get charged correctly: to let people know they need to remove their plastic card from their wallet to tap and to use the same card to tap in and out, where applicable.
- Check your balance: to let people know how to check their balance since balances will no longer be shown on Clipper readers.

MTC also developed an operator toolkit and Operator's Guide and distributed these to operators on November 7. MTC also is coordinating with SFMTA on a media event to take place December 10.

MTC posted a news article on its website (<https://mtc.ca.gov/news/next-generation-clipper-set-sail-december>) on the day of the Clipper Executive Board October 20 meeting explaining some of the features beyond contactless payment that will come with the soft launch:

- Instant value
- Free and discounted transfers
- Managing multiple accounts

- Online applications for youth and senior cards
- Maximum fares (on select agencies)

While not available at launch, future benefits will include:

- Mobile ticketing (i.e., flash passes, on select agencies)
- Promotions portal to allow easy management of transit promotions

Issues:

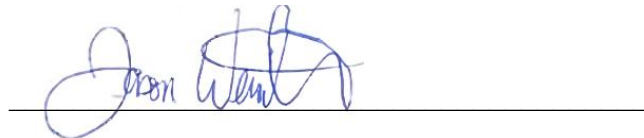
None

Recommendations:

Information

Attachments:

- Attachment A: Campaign Ads



Jason Weinstein

Attachment A: Campaign Ads

**Tap your bank card
on all Bay Area Transit!**

Contactless payments are now accepted on Clipper readers)))

- Adult fares only
- Plastic and mobile cards
- One card per rider
- Remove card from wallet before tapping

  **CLIPPER** | More ways to pay

This advertisement features a dark background with a person's hand tapping a bank card on a Clipper reader. The headline is in large white text, and the subtext is in yellow. A list of four bullet points is on the left. A QR code is in the bottom left, and the Clipper logo and tagline are in the bottom right.

Get charged correctly!

- ▶ Remove your card from your wallet when you tap
- ▶ Use the same card to tap in and out, as needed
- ▶ On Apple devices, turn on Express Transit

  **CLIPPER** | More ways to pay

Tapping your wallet or bag to the reader increases the risk of improper or multiple charges to your cards.



This advertisement has a light blue background. It features three bullet points with right-pointing triangles. A QR code and the Clipper logo are on the left. A warning message is in a white box on the right, accompanied by a red circle with a slash over an image of a hand tapping a wallet. A larger image of a hand tapping a card on a reader is on the far right.

**Check your Clipper
balance 24/7!**

- ▶ In the **Clipper app**
- ▶ In your **mobile wallet**
- ▶ At **clippercard.com**
- ▶ At **ticket machines**

  **CLIPPER** | It's easy to access your account

Scan to see how

This advertisement has a dark blue background with geometric shapes. It features four bullet points with right-pointing triangles. A QR code and the Clipper logo are on the left. A hand holding a smartphone showing the Clipper app is on the right. The text 'Scan to see how' is above the QR code.