

# Clipper® Executive Board

February 24, 2025

Agenda Item 3c

## Update on Next Generation Clipper Communications

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### Subject:

Description of messaging and other strategies for communication to the public about the Next Generation Clipper System

### Background:

Clipper staff presented preliminary plans for marketing and communicating to the public about the Next Generation Clipper System at your meeting last June. However, the current plan for transitioning customers to the new system necessitates a change in approach because of the way people will be transitioned over a period of months instead of all at once. At the same time, the Board has requested more information about messaging about issues that could cause “friction” for customers.

The attached presentation covers the following areas:

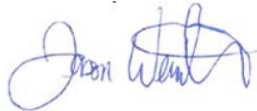
- Pre-launch messaging
- Soft launch messaging
- Hard launch messaging
- Education about different features of the system and issues that could be perceived as negatives
- Marketing tactics
- Schedule of actions

### Issues:

None Identified.

### Attachments:

- Attachment A: Next Generation Clipper Communications Plan Overview



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