



# CLIPPER<sup>®</sup>

## Next Generation Clipper Communications Plan Overview

Clipper Executive Board

February 24, 2025



Messaging



## Pre-Launch (one month prior to soft launch)

- ▶▶ A new Clipper is coming
- ▶▶ It will feature lots of new benefits to transit riders, including:
  - *Payment with contactless bank cards, either plastic or in your digital wallet*
  - *Value available immediately*
  - *Free and discounted transfers between agencies*
  - *Online access to youth and senior card applications*
  - *Manage others' cards*
- ▶▶ New system will launch in X weeks
- ▶▶ (press release, social media)





## Soft Launch (start of Transition)

- ▶▶ Everyone can pay for transit with contactless bank cards, either plastic or in your digital wallet
- ▶▶ Now you can apply for youth and senior Clipper cards online
- ▶▶ (press release, social media, outreach)





## Hard Launch (end of Transition)

- ▶ Everyone can take advantage of new Clipper features
  - *Payment with contactless bank cards, either plastic or in your digital wallet*
  - *Value available immediately*
  - *Free and discounted transfers between agencies*
  - *Online access to youth and senior card applications*
  - *Manage others' cards*
  - *Daily, weekly and monthly maximums (for some operators)*







## Hard Launch (end of Transition)

- ▶▶ Everyone can take advantage of new Clipper features
  - *Paratransit payment on some services*
  - *Improved customer service*
  - *Institution and transit benefits portal*
  - *Promotions portal for transit agencies*
  - *Default fares for all but Caltrain*
- ▶▶ (press release, social media, outreach, advertising)





Education



# Upgrading Customers

- ▶▶ Not all customers will be able to take advantage of new benefits right away
- ▶▶ Customers will be upgraded to Next Generation Clipper on a set schedule that will take 2-3 months
- ▶▶ You can initiate your own upgrade earlier by logging into the website or mobile app or by calling Customer Service and then tapping







## Education



No balance is shown on Clipper readers.

- Customers can check their balance in near real time on the mobile app or website.



Avoid card clash.

- Remove your plastic card from your wallet so the wrong card isn't charged.
- For iPhone, turn on express transit for Clipper in your digital wallet or you could have a contactless bank card charged instead of your Clipper card.





## Education

- ▶ It takes longer than a normal tap to upgrade a card from the old system.
- If it's your first time using your Clipper card with the next-generation Clipper system, you will have to hold your plastic or mobile Clipper card over the reader for one or two seconds for your card to link up.
- ▶ You won't be able to see trips in progress, but you can check the app after your trip is complete.





## Education



You may have a late arriving tap.

- In some cases, the amount you have been charged might be adjusted to reflect changes that have resulted from late processing.



The new Clipper offers default fares for all tap on/tap off systems except Caltrain.

- If you do not tap off, Clipper will account for your missed tap and will charge you your typical route fare amount.





## Education



Transit account numbers are confusing.

- As Clipper has switched to an account-based system, when you log into your Clipper account on the Clipper website or mobile app, you will see a "transit account number" assigned to each of your cards. This is the number you will need to refer to - not the serial number on the back of your card - in case you have any issues with your card.
- You will need to provide the "transit account number" if you receive transit benefits or are part of an institutional (employer, college, etc.) program.







## Education



How much was my bank card charged?

- To see trips taken with your contactless bank card, visit [clippercard.com/bankcard](https://clippercard.com/bankcard) and enter your card number.



Contactless bank cards only charge adult fares.

- Currently, Clipper charges full adult fares when you pay with a contactless bank card. Plastic discount Clipper cards are available for seniors, youth, people with disabilities, and people with low incomes. To learn more, visit [clippercard.com/discounts](https://clippercard.com/discounts).





## Education



What are maximum fares, and who offers them?

- Many transit agencies offer daily, weekly, monthly and/or 31-day maximum fares. This means that once you have reached the designated maximum, the rest of your rides within that period are free. Not all transit agencies offer maximum fares. Check with your transit agency to see if this is something that they offer.





# Marketing Tactics



# Marketing Tactics

## ▶▶ Transit Advertising (donated and paid)

- *e.g., interior car cards, exterior bus ads, transit shelters, in-station digital signs*

## ▶▶ Additional Out-of-Home Advertising

- *e.g., billboards (print or digital), kiosks (print or digital), broadcast radio, direct mail*

## ▶▶ Newspapers

- *To reach in-language audiences and older adults*

## ▶▶ Paid Digital Advertising

- *e.g., display ads, social media ads, SEM/Adwords; streaming radio, video, TV*







# Marketing Tactics

## ▶ Organic Social Media

- *e.g., posts, stories, "Live" streaming video, Ask Me Anything (AMA), shares/retweets*

## ▶ Clipper Outreach Ambassadors

- *e.g., pop-up or intercept events; partnerships with CBOs, accessibility and community advisory groups*

## ▶ Public Relations

- *e.g., press releases, media pitching, press conferences*

## ▶ Marketing Collateral

- *e.g., brochures, palm cards, giveaways*





# Transit Partnerships

- ▶ **Extend reach through Bay Area transit agencies**
- ▶ **Provide Clipper toolkits**
  - Social media post content (post copy, image, link)
  - Webpage graphics
  - Electronic sign messages
  - Short and long newsletter articles for email marketing, websites and blogs
  - Printed collateral: brochures (Insider's Guide), outreach flyers/palm cards
  - Other—*Let us know about any additional touchpoints you have!*





# Other Partnerships

## ►► Extend reach through Bay Area organizations

- Seamless Bay Area
- Bay Area Council
- Commuter Benefits Program
- Other employer groups
- Travel and hospitality organizations
- Airports





# Schedule Of Actions





# Pre-Launch Schedule and Actions

## One month prior to public launch

- ▶▶ Press release and earned media campaign to begin raising high-level awareness of the system and upcoming launch
- ▶▶ Prioritize reaching existing users for their smooth transition
- ▶▶ Email Clipper's opt-in list, include links to existing videos, *Insider's Guide*
- ▶▶ Clipper organic social media campaign to share benefits and new features
- ▶▶ Distribute toolkit to transit agency partners





# Soft Launch Actions

- ▶▶ Website updates go live!
- ▶▶ New YouTube next-generation system customer service videos go live!
- ▶▶ Earned media press coverage coordinated to publish
- ▶▶ Release new series of Clipper social media launch posts
- ▶▶ Outreach to promote features and tell people how to upgrade





# Hard Launch Actions

- ▶▶ Out-of-home and digital marketing to promote benefits
- ▶▶ Promote and conduct live demos of new key features (e.g., multi-card management, open payments)
- ▶▶ Share product feature how-to videos, and *Insider's Guide* through Clipper social media



Thank you!





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CLIPPER®



Cash Value  
**\$12.00**



Done

