



**Agenda Item 4b**  
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TO: Clipper® Executive Board

DATE: October 30, 2018

FR: Carol Kuester

RE: Customer Education Update

In September, MTC embarked on a multi-year customer education effort to provide an ongoing advertising and outreach presence for Clipper. With a goal of sustained exposure, we are rolling out the campaign in phases using a tagline of “Clipper Works for You” and similar graphics throughout.

- Phase 1 targets riders of Caltrain, SamTrans and VTA with messaging on financial savings through free VTA transfers and Caltrain and SamTrans fare incentives.
- Phase 2 will target North Bay riders in spring 2019, incorporating messaging on fare incentives where appropriate and general education about how Clipper works in other areas.
- Phase 3 in summer 2019 will target AC Transit, Muni and Union City Transit riders. For AC Transit and Muni, the primary message will focus on fare incentives, including, potentially, increases in available fare incentives.
- Subsequent phases remain to be determined.

All of the campaigns will utilize a combination of paid media with operator-provided assets. For example, Phase 1 includes:

- Streaming and banner ads on mobile
- In-language print ads (Spanish and Chinese)
- Transit shelter ads
- Light-rail platform posters
- Interior and exterior vehicle ads
- Take-one brochures for outreach and on-board distribution
- Newsletter articles for GovDelivery distribution
- Social media posts
- Graphics on the Clipper and VTA websites
- 44 outreach events at transit centers and key hubs

Through the first 35 outreach events in Phase 1, Clipper ambassadors distributed 1,217 cards.

Phase 1 is still in progress, but we will be tracking results throughout the campaign and report back to the Clipper Customer Education, Service and Distribution Committee (CESD).

  
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Carol Kuester

**Attachments:**

- Attachment A: Customer Education Update



# Customer Education Update

Clipper Executive Board


Agenda Item 4b  
Attachment A

# Clipper Works for You Campaign

- Sustained presence:  
18 to 24 months
- Single theme  
(Clipper Works for You)
- Build on existing and  
new incentives
- Add facts to address  
misconceptions
- Leverage and enhance  
look and feel of previous  
customer education efforts



# Phased Approach

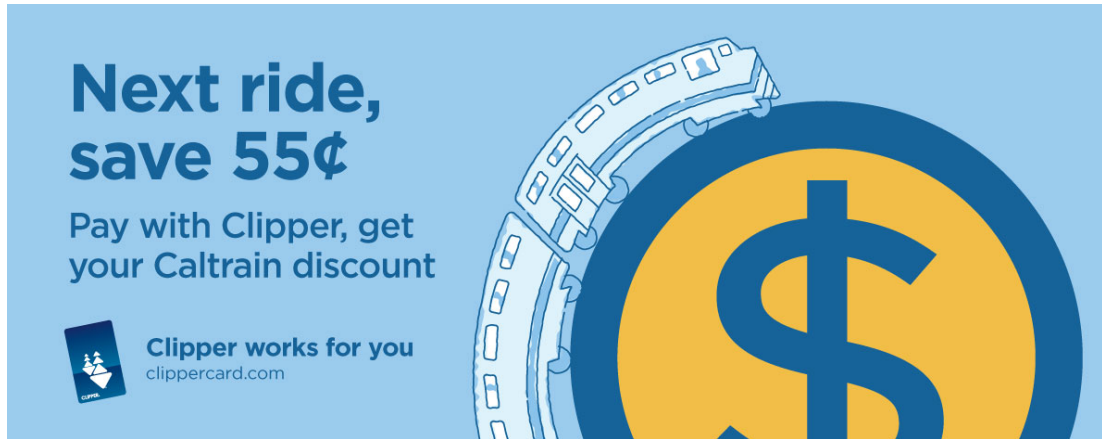
Fall 2018	Spring 2019	Summer 2019	Future Phases 
Phase 1: Caltrain, SamTrans and VTA  <i>Financial savings through free VTA transfers and fare incentives</i>	Phase 2: North Bay  <i>Fare incentives and general education</i>	Phase 3: AC Transit, Muni and Union City Transit  <i>Fare incentives (AC Transit/ Muni) and pass availability (UCT)</i>	To be determined



# Campaign Assets

- Transit shelters
- Exterior bus ads
- Interior car cards
- Light-rail platform posters
- Geotargeted streaming and banner mobile ads
- GovDelivery articles
- Social media
- Website graphics
- Take-ones
- Outreach
- In-language print ads

# Campaign Creative



Caltrain Car Card



SamTrans Car Card



VTA Transit Shelter



# Campaign Creative

**Ahorre en sus viajes  
en transporte público**

Si viaja mucho en transporte público o solo de vez en cuando, Clipper le facilita pagar su tarifa, ¡y además ahorrar dinero!



**Clipper trabaja para usted**  
clippercard.com

Spanish Print Ad

**Clipper**  
The Transit Card for *You*

Whether you ride daily or just take occasional trips, Clipper's the most convenient way to pay your fare on all Bay Area transit. Clipper automatically figures out the cost of your trip, including discounts and transfers.



**Load the Value That's Best for You**  
Cash value *or* passes—it's your choice. If you need it right away, load value in person at a ticket machine, a retailer or transit agency location, where you can pay with cash or credit card. If you have time to plan ahead, load value online or set up automatic reloading.

**Clipper Discounts**

- **VTA:** Free 2-hour local and light rail transfers
- **SamTrans:** Get a discount on every ride, every day
- **Caltrain:** Save 55¢ each ride you take
- Plus discounts when you transfer between transit agencies!

**GET CLIPPER!**

- Clippercard.com
- Self-serve machines at VTA and BART
- Transit agency ticket offices
- Participating retailers



**Clipper works for you**  
clippercard.com

Take-One