

Clipper[®] Executive Board

July 27, 2020

Agenda Item 4a

Launch of New Clipper[®] Website

Subject: Information on the launch of the new Clipper website.

Background: On July 8, 2020, MTC and Cubic launched a new Clipper website – the first substantial website change since we rebranded as Clipper in June 2010. The website design incorporates feedback that we received from customers and transit operators throughout the years.

The development of the website did not require a Change Order with Cubic. Under Section B1-1.12.4 of the Clipper contract, Cubic is required to invest 5% of the amount paid under Price Schedule Item 9.41 (i.e., the active cardholder fee) to enhance cardholder support services. MTC and Cubic agreed to use a portion of the available funds to implement a new website and change management system (CMS).

The new website was a collaboration between Cubic, MTC, MIG (MTC's primary communications contractor) and the Center for Accessible Technology (C for AT). We engaged C for AT early in the design process with the goal of meeting online usability and design requirements recommended by the World Wide Web Consortium in its Web Content Accessibility Guidelines 2.0 Level AA. In doing so, we have improved the accessibility of this website to all users by providing:

- More intuitive site navigation
- A streamlined account management and purchasing experience
- Better access to information about how to get a card, add value and use Clipper
- News stories and features to keep customers up to date

MIG has created a friendly design that celebrates the Bay Area and the places people can visit on transit. The website optimizes the interface in response to whether a person is using a mobile or desktop device to access the site. This new design will translate well to the Clipper mobile app that is currently under development.

We invite you to visit www.clippercard.com – particularly on your phone – to see the improvements.

Attachments: None



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