



CLIPPER[®]

Next-Generation Clipper Communications Plan and Contactless Bank Cards

Regional Network Management Customer Advisory Group

June 24, 2025

Agenda Item 4b – Attachment A



Messaging



Key Challenges

- ▶▶ People who are happy with Clipper may resist change
- ▶▶ Customer confusion at login when account looks different
- ▶▶ Nuances and changes to the new system
- ▶▶ Limited direct access to customers, opt-in list only
- ▶▶ People may be confused about what method to use to pay
- ▶▶ Upgrading customers





Pre-Launch (one month prior to soft launch)

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





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





Hard Launch (end of Transition)

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





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*
- All advertising will be in multiple languages.*





Marketing Tactics

▶▶ 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*

All materials will be in multiple languages.





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



Contactless Bank Cards



Contactless Bank Card Payment

- ▶ Will be promoted to visitors and infrequent riders
- ▶ Eligible for transfers and fare maximums
- ▶ Customers pay adult fares
- ▶ Contactless bank cards cannot be registered and linked to a named individual
- ▶ Discount programs require card registered to customer



Thank you!

