

Regional Network Management Committee Customer Advisory Group

June 24, 2025

Agenda Item 4b

Clipper Contactless Payments and Communications Plans

Subject:

A presentation on the plans for contactless bank card payment in the new Clipper system and the communications plans MTC will implement to roll out the broader next-generation system

Background:

The Next-Generation Clipper system will roll out soon, and MTC is planning various communications strategies to educate transit riders and the general public about the benefits of the new system and how to take advantage of them.

We know that there are some key challenges in the communications work – for example, people may simply not want change. They also might be confused about how to pay in the new system.

This will be complicated by the way customers will be upgraded to the new system. They will not be upgraded all at once, but in planned groups based on what transit agencies they ride. For those who don't want to wait, they can initiate their upgrading earlier.

Messaging

Messaging is being grouped into three phases: pre-launch, soft launch and hard launch. Pre-launch will take place roughly a month before any parts of the new system are implemented. Soft launch will be when contactless bank cards start being accepted. Hard launch will be when all customers have been upgraded and everyone can receive all the benefits of the new system, such as free and discounted transfers.

Education:

Some of the nuances of the new system may require special educational messaging, to address topics such as balances now being shown on readers, card clash, how long it takes to upgrade and late-arriving taps, among others.

Marketing Tactics:

MTC will incorporate a variety of tactics to educate transit riders and the public, including transit and other out-of-home advertising, newspapers, digital advertising, outreach, public relations, brochures, and social media. We also plan to partner with the transit agencies and any other regional organizations interested in collaborating.

Contactless Bank Cards:

Contactless bank cards will be a new form of payment in the Clipper system. Customers will be able to tap a plastic or digital contactless bank card to pay fares. This feature will be promoted primarily to visitors and infrequent riders.

Issues:

None identified.

Recommendations:

None

Attachments:

- Attachment A: Next-Generation Clipper Communications Plans and Contactless Bank Cards Presentation

https://bayareametro.sharepoint.com/sites/committees/CommitteeDocs/RNM_Customer_Advisory

[Group/Meetings/2025/RNMCAG_2025_06_24/4b_25-0771_1_Summary_Sheet_Clipper Contactless Payments and Communications Plans.docx](#)