

To: Marketing, Planning, & Legislative Committee

Date: July 30, 2015

From: Anne Muzzini

Reviewed by:

SUBJECT: Clipper Marketing Update

Summary of Issues:

County Connection staff has been meeting with the MTC Clipper marketing team in anticipation of the launch of Clipper on the East Bay bus systems. Following is a description of the activities planned.

Soft Launch Activities/Materials: Revenue ready through mid-January 2016

Outreach

- MTC marketing teams will assist agency staff in outreach and education activities that include in-person presence at key transit stops and hub locations such as BART stations, Park 'n Ride lots, and transit centers to educate existing riders that Clipper is now available on their buses
- MTC will distribute regional news releases and PR stories
- Clipper launch will be promoted on social media by MTC and agencies
- Agency micro-sites on clippercard.com will go live, with links to each agency's website
- Each agency will be provided with 500 adult Clipper Cards for promotional use

Print Materials

- "Clipper in the East Bay" brochures provided to agencies for distribution
- "Getting Started with Clipper" take-ones provided to agencies for distribution
- Clipper card sleeves provided to agencies for distribution with promotional cards as well as cards sold through ticket offices

Signage

- Interior Bus Cards will be produced and provided to all agencies
- Decals for bus windows and ticket offices
- Transit Information Displays at BART stations will be updated to include participation of East Bay operators in the Clipper program

Hard Launch Activities/Materials: Mid-January through mid-March 2016

Paid Advertising

- Radio Campaign (broadcast and digital)
- Social Media Campaign – Facebook, Twitter, Instagram

- Other channels to be determined
- BART Advertising – number of ads is yet to be determined

Co-Op Advertising:

- Exterior Bus Advertising – Projected available space on the four agency fleets committed by Lamar Transit Advertising include: 6 King ads, 21 Queen ads, and 12 tail ads. MTC will possibly supplement with paid advertising
- BART Advertising – MTC will negotiate with BART to have some free station advertising in conjunction with a planned media contract. The numbers are yet to be determined.

Customer Service Training

MTC will conduct training sessions with each agency's customer service staff in two phases. The first phase will include basic training on the different Clipper cards, how they work, and account management. The second phase will include training for ticket sales staff to include how to properly register the cards, add value, check the status of account values, and when to refer cardholders or callers to the Clipper customer service staff.

Recommendation:

For information only

Financial Implications:

Most of the above costs will be covered by MTC. Any other activities that County Connection chooses to employ will be taken from the Promotions budget.

Using Your Clipper Card

Tag Your Card

1. When you board the bus, find the Clipper card reader.
2. Hold your card flat against the Clipper logo on the reader.
3. Wait for the beep and green light. Then continue to your seat.

You must tag your Clipper card every time you board, even if you have a 31-Day Pass—your tag is your proof of payment.

If you use your card on transit systems that charge by the distance you travel—BART, San Francisco Bay Ferry, Golden Gate Transit and Caltrain—you'll need to tag at the beginning of your ride and again at the end of your ride. This ensures Clipper only charges you for the distance you actually traveled.

Maintain a Balance

To use Clipper on County Connection, Tri Delta Transit, WestCAT and Wheels, you must have a 31-Day Pass or a minimum cash value balance of \$1.75 on an adult or Youth Clipper card, or 75 cents on a Senior or RTC Clipper card. If you don't, the card reader will beep three times and display a red light when you tag it. You'll then have to pay your fare with cash.

Visit clippercard.com for minimum balance requirements on other services.



Autoload Your Card

Never run out of value! Set up Autoload at clippercard.com to automatically add cash value or a 31-Day Pass to your Clipper card through your credit card or bank account when your cash balance falls below \$10 or your pass expires.

Check Your Balance

Card readers will display your cash value balance or pass expiration date when you tag. You can also check your balance online or through Clipper Customer Service.

Transfer to Other Systems

Clipper automatically calculates transfers—you don't need a paper transfer if you transfer to another route or another transit agency that accepts Clipper. Just tag your Clipper card each time you transfer.

If you are transferring to an agency that does not accept Clipper, please ask the driver for a paper transfer when you board your first vehicle.

Visit 511.org for detailed information about fares, passes and transfer policies.

Participating Transit Agencies and Clipper Passes Accepted

To determine the best value for you, visit your transit agency's website for detailed fare information.

County Connection



- East Bay Regional Local 31-Day Pass*
- East Bay Regional Express 31-Day Pass

*If you buy the local pass but also ride express buses, you must either have enough cash value on your card to cover express route upgrade fees or pay cash.

WestCAT



- WestCAT 31-Day Pass (not accepted on Lynx Transbay service)
- East Bay Regional Local 31-Day Pass
- East Bay Regional Express 31-Day Pass

Tri Delta Transit



- Tri Delta Transit 31-Day Pass (only available for adult and youth customers)
- East Bay Regional Local 31-Day Pass
- East Bay Regional Express 31-Day Pass

Wheels



- Wheels 31-Day Pass
- East Bay Regional Local 31-Day Pass
- East Bay Regional Express 31-Day Pass

• The East Bay Regional Local 31-Day Pass

is accepted on County Connection, Tri Delta Transit, WestCAT (except Lynx Transbay service) and Wheels local bus services.

• The East Bay Regional Express 31-Day Pass

is accepted on local and express bus services offered by County Connection, Tri Delta Transit, WestCAT (except Lynx Transbay service) and Wheels. East Bay Regional Express and Local 31-Day Passes are each offered at a single price for adult, youth, senior and RTC customers.

Earn Day Passes for Unlimited Rides

If you pay with cash value, you can automatically earn a Day Pass for unlimited rides in a single day on most County Connection, Tri Delta Transit, WestCAT and Wheels routes. Once you pay \$3.75 in fares in a day (\$1.75 for senior and RTC customers) on any combination of these transit services, your rides will be free of charge for the rest of that day. Free rides and fares paid on WestCAT Lynx Transbay service do not apply toward a Day Pass.

Protect Your Card and Its Value

- Register your card for free. Visit clippercard.com or call 877.878.8883.
- Clipper can replace a registered card and restore its balance for a small fee.
- Don't punch a hole in your card, bend it or alter it in any way. Doing so can prevent your card from working properly.

Discount Cards

Youth, seniors and people with disabilities can get Clipper cards for discounted rides. Learn more:

- clippercard.com/discounts
- 877.878.8883
- TTY/TDD: 711 or 800.735.2929 (and type "Clipper")

For more information about Clipper, visit clippercard.com.

New to Clipper?



Clipper automatically figures out the cost of your ride, including all discounts and transfers. Just **tag and go!**

You can add any combination of cash value —accepted on all participating Bay Area transit systems—or 31-Day passes. You can also earn a Day Pass for unlimited rides on most County Connection, Tri Delta Transit, WestCAT and Wheels routes once you pay \$3.75 in cash value fares in a single day (\$1.75 for seniors and RTC customers).

LOCATION	GET CARD*	ADD VALUE TO CARD
clippercard.com	✓	✓
Walgreens, Whole Foods and other retailers	✓	✓
Participating transit agency ticket offices	✓	✓
BART and VTA ticket machines (Cash value only at BART machines)	—	✓
Muni and Golden Gate Ferry ticket machines	✓	✓
Clipper Customer Service Centers	✓	✓
Clipper Customer Service 877.878.8883	✓	✓
Your workplace transit benefit program	✓	✓

*Adult Clipper cards cost \$3.

Visit clippercard.com for a full list of retail, customer service center, ticket machine and Add Value machine locations.

Fast. Easy. Secure. Reusable.

Your Clipper card is all you need to travel on these Contra Costa County and Tri-Valley area transit services:

- County Connection
- Tri Delta Transit
- WestCAT
- Wheels

You can also use Clipper on these Bay Area transit services:

- AC Transit • BART • Caltrain
- City Coach • FAST
- Golden Gate Transit and Ferry
- Marin Transit • Muni • SamTrans
- San Francisco Bay Ferry
- SolTrans • The VINE • VTA

Why Clipper?

Clipper offers benefits like balance protection for lost cards, automatic reloading of your pass or cash value, and easy transfers between systems.



CLIPPER

Clipper is the all-in-one transit card accepted on most Bay Area transit systems.

Contact Us

Need help or have a question? Get in touch with us.

- Phone: 877.878.8883
- Fax: 925.686.8221
- TTY/TDD: 711 or 800.735.2929 (and type "Clipper")
- Web: clippercard.com
- Email: custserv@clippercard.com
- Mail: P.O. Box 318
Concord, CA 94522-0318

Follow:



Bay Area Clipper



Clipper

Your All-in-One Transit Card

- County Connection
- Tri Delta Transit
- WestCAT
- Wheels



clippercard.com

USING CLIPPER



Get a Card and Add Value

Get your card and add value at:

- Walgreens, Whole Foods and other retailers
- Participating transit agency ticket offices
- Call 877.878.8883
- Visit clippercard.com

Visit clippercard.com for more retail and ticket machine locations. Make sure you have a valid pass or a minimum of \$1.75 (75 cents on a Senior or RTC Clipper card) before you board.

Tag Your Card

1. When boarding the bus, locate the Clipper card reader.
2. Hold your card flat against the Clipper logo on the reader.
3. Wait for the beep and green light. Then continue to your seat.

For More Information

- Using Clipper on your bus: Visit clippercard.com and click on your transit agency logo
- Applying for a Youth, Senior or RTC Clipper card: Visit clippercard.com/discounts
- Detailed fare information: Visit your transit agency's website

CÓMO UTILIZAR CLIPPER



Obtenga una tarjeta y agréguele valor

Obtenga su tarjeta y agréguele valor en:

- Walgreens, Whole Foods y otras tiendas
- Taquillas expendedoras de boletos de la agencia de transporte público participantes
- Llame al 877.878.8883
- Visite clippercard.com

Visite clippercard.com para conocer la ubicación de más tiendas y máquinas expendedoras de boletos. Asegúrese de tener un pase válido o un mínimo de \$1.75 (75 centavos en una tarjeta Clipper para adulto mayor o RTC) antes de abordar.

Pase su tarjeta

1. Al abordar el autobús, localice el lector de la tarjeta Clipper.
2. Sostenga su tarjeta recta contra el logotipo de Clipper del lector.
3. Espere al pitido y a la luz verde. Luego pase a su asiento.

Para obtener más información

- Cómo usar Clipper en el autobús: visite clippercard.com y haga clic en el logotipo de la agencia de transporte público
- Cómo solicitar una tarjeta para jóvenes, adultos mayores o RTC: visite clippercard.com/discounts
- Información detallada sobre tarifas: visite el sitio web de su agencia de transporte público

Your All-In-One Transit Card

- ▶ **REGISTER IT.** Protect your balance in case of loss or damage.
- ▶ **REUSE IT.** Reload your card with cash value or passes.
- ▶ **PROTECT IT.** Don't punch holes in, bend or break your card.

Proteja su tarjeta. Regístrela hoy.

clippercard.com | 877.878.8883

Now on
your bus!

Clipper.[®]

County Connection • Tri Delta Transit
WestCAT • Wheels



CLIPPER

**Clipper's
here!**

¡Llegó Clipper!

Use it on BART and this bus!

¡Utiliza tu tarjeta en BART y este autobús!

clippercard.com | 877.878.8883

Clipper. Your All-In-One Transit Card