

To: Board of Directors

Date: September 10, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

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### **Subject: Clipper Status**

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County Connection staff continues to work with MTC and their contractor CH2MHill to coordinate Cubic's implementation of Clipper on the East Bay Operator Group.

#### **Clipper Training for Operator Trainers, Customer Service Agents, and Mechanics**

Cubic staff, the Clipper contractor, has conducted train the trainer classes for operations, maintenance, and customer service staff. Once we know our "go live" date, we will schedule operator training. Meanwhile installation of the on board equipment continues and is expected to be completed by the end of September.

In addition to the Cubic 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.

#### **Field Testing then Go Live**

Once the on board equipment is installed there will be a period of testing. First, the system will be powered up but the Clipper software and system will not be functional. Then, in the final testing phase, the software will be operational but the card readers will still be bagged. Cubic staff will do testing to make sure the units are working in the field which will involve tagging Clipper cards to make sure the correct fares are deducted. This phase will include testing on in service buses and buses staged in the field.

Once all the testing is complete and driver training is done, the bags will be removed and we will "go live". The date is still not finalized for "go live" although we are shooting for November 1<sup>st</sup>.

MTC has developed marketing materials for the East Bay Group that include webpages, brochures, and take ones. They will be doing soft launch until after the Holidays.

**Soft Launch:** 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:** 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.