

To: Board of Directors

Date: 5/10/2021

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Clipper Mobile App Marketing and Outreach Plan

Background:

At the April 2021 Board meeting, staff announced that the new Clipper Mobile App had just been launched on Apple Pay, which allows riders to pay their transit fares with an iPhone or Apple Watch. The Metropolitan Transportation Commission (MTC) has also been working with Google to add Clipper to Google Pay, which is expected to launch in May and will provide similar functionality for Android phones. In addition to paying fares, the Clipper app also allows users to manage their accounts from their mobile device and provides trip planning tools, including real-time transit information.

Marketing and Outreach:

MTC has been developing a regional marketing and communications plan for the launch of the app. The app will be promoted through various outlets, including digital and out-of-home advertising, social media, and the Clipper and MTC websites. MTC has also created a toolkit for transit operators to utilize in their own marketing efforts, which includes graphics, social media content, and copy for newsletter articles. Staff has begun using these on the County Connection website and social media channels.

In addition, staff plans to augment MTC's regional efforts with marketing and outreach that targets specific audiences and highlights certain features of the app that provide a particular benefit to those groups of users. One potential opportunity will be marketing the app to youth and their parents/guardians, which could be done in conjunction with promoting the new youth fare discount. Another opportunity will be working with employers as employees start returning to offices to promote the app as a convenient and contactless way to pay their fares. Bishop Ranch employees will also be able to transfer their Bishop Ranch Clipper pass onto their mobile phones.

Finally, as with prior marketing efforts, staff plans to work closely with cities and community-based organizations as they begin to ramp up their services and activities. One of the major barriers to Clipper adoption, especially among lower-income riders, has been the fact that value

can only be added on a card for immediate use at a physical location, of which there are very few within our service area. Now, riders will be able to add value immediately to the Clipper cards on their phones.

Financial Implications:

A significant portion of the costs associated with marketing the Clipper Mobile App will be covered by MTC. Any additional costs are included in the FY 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.