

**To:** Marketing, Planning, & Legislative Committee

**Date:** 08/16/2022

**From:** Melody Reeb, Director of Planning, Marketing, & Innovation

**Reviewed by:**



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**SUBJECT: Clipper Mobile App Update**

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### **Background:**

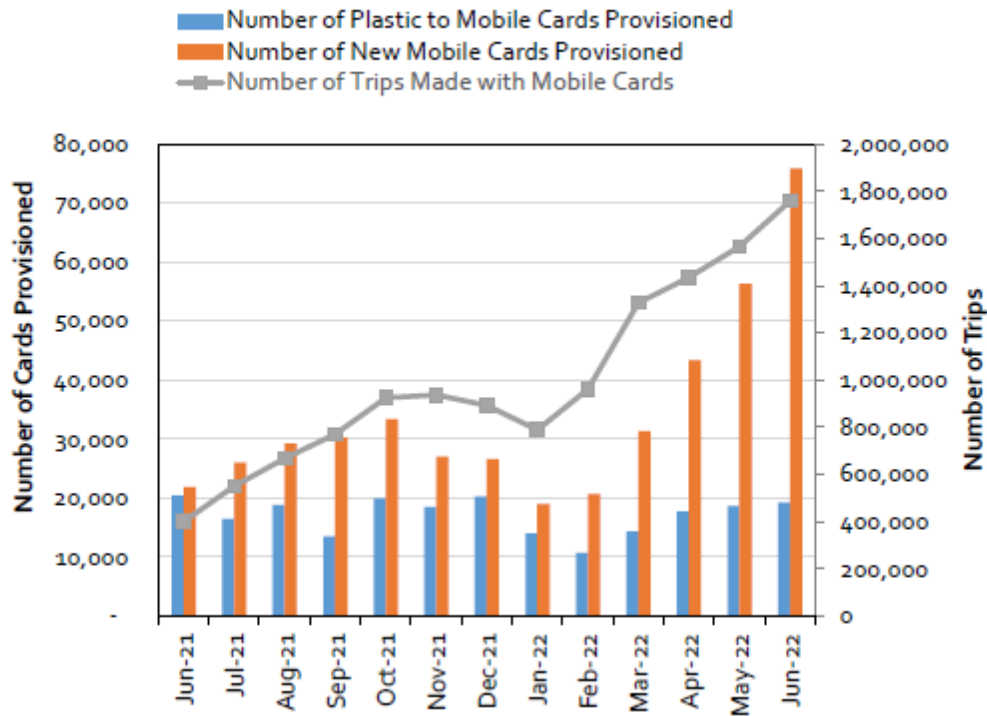
The Clipper Mobile App was launched last Spring, allowing riders to pay their transit fares with their smartphone using Apple Pay or Google Pay. In addition to paying fares, the Clipper App also allows users to manage their accounts from their mobile device and provides trip planning tools, including real-time transit information.

### **Outreach Campaigns:**

The Metropolitan Transportation Commission (MTC) developed a regional marketing and communications plan for the launch of the app and provided transit operators with a toolkit of materials to utilize in their own marketing efforts. However, recognizing that many people were still working from home during the initial launch, MTC staff relaunched the campaign in April 2022, which has included out-of-home, digital, and print advertising. The campaign has also been aimed at encouraging riders to get a Clipper card on their phone since recent supply chain issues have depleted the region's inventory of plastic Clipper cards. To further encourage the use of mobile payments, MTC has waived the standard \$3 fee for new mobile cards. County Connection staff have also been promoting the Clipper Mobile App through the mobile lobby.

### **Mobile Card Usage:**

Since the launch, almost 298,000 plastic Clipper cards have been transferred to mobile wallets and over 527,000 new mobile cards have been created regionwide, and mobile card usage has been growing significantly over the last few months, boosted in part by the Warriors and Pride parades in June. Regionwide, about 19% of Clipper trips are being made using mobile cards. For the East Bay operators, almost 20,000 trips were taken in June 2022 using a mobile card, which was about 15% of all trips using Clipper.



Source: MTC, Clipper Update, July 2022

**Financial Implications:**

None, for information only.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

None