

Clipper® Executive Board

June 24, 2024

Agenda Item 3c

Next Generation Clipper® Marketing and Communications Plan

Subject:

Update on Next Generation Clipper Marketing and Communications Plan

Background:

With the launch of the Next Generation Clipper Account-based System rapidly approaching, MTC will be engaging with transit operators and their marketing and customer service staff about plans for the pre-launch, launch and post-launch periods. We are working on a “living” marketing plan that we will continue to share with marketing and communications staff in the coming weeks.

The goals of the marketing plan are to:

- Build awareness of the next generation of Clipper
- Clearly convey next-generation features and benefits
- Increase preparedness for system changes
- Clarify benefits of investment in Next Generation System
- Instill confidence in Clipper to meet today’s needs as well as its ability to evolve to meet future needs.

The marketing plan includes:

- Identification of audiences, including existing Clipper customers, new Clipper customers, visitors to the Bay Area, monolingual non-English speakers, stakeholders, partners, and more.
- Key challenges, such as resistance to change and confusion about nuances of new system.
- Tone, intended to be helpful, upbeat and inclusive.
- Our content strategy includes:
 - Anticipation of frequently asked questions and customer challenges
 - Orientation of new features using imagery and videos
 - A mix of campaign messages focused on the new system

- Messaging, which will include:
 - Assurance that it's still Clipper
 - Addressing changes, such as no balance shown on card readers
 - Emphasis on choices available, such as plastic cards, contactless bank cards, and cards in phone wallet (including Clipper and bank cards)
 - Introduction to new transfer discount
 - Greater ability for group travel
- Marketing tactics will include transit advertising, additional out-of-home advertising (such as billboards, signage, etc.), newspapers, paid digital advertising, organic and paid social media, outreach, educational videos, media relations, and marketing collateral.
- Transit partnerships will be a key part of the communications effort, including donation of space on vehicles and in stations, promotion on agency social media and website, distribution of print materials, and more. MTC will provide a toolkit including graphics, photos, and sample messaging for all distribution channels.
- We are placing a special emphasis on social media, using Facebook, X, YouTube, Instagram and Reddit.
- Key will be strategic messaging, responding to posts quickly (continuing current practice), using hashtags to index topics and generate interest, and combining organic and paid posts to extend reach.
- Additional tactics could include Ask Me Anything sessions, Facebook/Instagram Live, crowdsourcing, influencer campaigns, and more.

In addition, MTC is working on “what if” scenarios that address issues that might arise and how they might be handled from a communications perspective.

MTC has shared a presentation on the plan with transit operator customer service and education staff and in the Blue Ribbon Task Force Transit Marketing and Communications Committee meeting. MTC also regularly works with a representative marketing advisory committee for review of advertising strategies; MTC met with group twice to discuss the plan, and they reviewed and provided detailed feedback on it.

If you have any questions, please reach out to lhale@bayareametro.gov.

Issues:

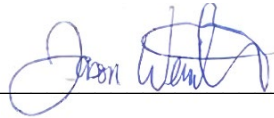
None identified

Recommendation:

None

Attachments:

- Attachment A: PowerPoint Presentation – CEB Next Generation Clipper Marketing and Communications Plan



Jason Weinstein