

# Clipper Next Generation Launch

Communications Department + Clipper Task Force

December 17, 2025

Agenda Item 10

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# Considerations

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- Next Generation Clipper launched December 10th.
- Continuing to monitor and accommodate changes.
- Some issues identified with FIMPS; others with various web properties going down and conversion bottlenecks.
- Efforts began 11/16 leading up to 12/10 launch.



# Timeline: Completed Items

- **Customer Service Training**
  - All CSRs have completed training
  - C2 machine delivered; terminal testing complete
  - Materials delivered to CSC (FAQ, etc.)
- **Caltrain VMS / Conductor Training**
  - Conductor message completed; messaging live.
  - VMS signs displaying Next Generation Clipper message.



# Timeline: Completed Items

- **Website**
  - Updated Caltrain/SamTrans Clipper web copy complete; went live Nov 16
  - FAQs for both agencies complete; went Nov 16
  - Alert banner message directing users to Clipper landing pages displayed since Nov 16
  - Materials in English, Spanish, and Chinese.
- **Social Media**
  - Launched Nov 16<sup>th</sup>
  - Messages continuing thru hard launch



# Timeline: Completed Items

- **Signage**
  - Caltrain – 75 A-frame units placed.
  - SamTrans – Card Clash A-frame signage available; staff determining location and use case.
- **Physical Assets**
  - 10,000 units ordered for Caltrain seat drops.
  - 10,000 units ordered for SamTrans seat drops.
  - Ops coordination for 12/8 execution.



# Timeline: Launch Communications



# Phase Two: Marketing and Promotion

- **Paid Media Freeze**
  - Budgets are tight; conservative approach in play.
  - Once system stability is achieved, will launch promotions.
- **Paid Media**
  - Social post boosting for both agencies
  - Tentatively beginning February 2026
  - Promote ease of open payment
  - Opportunity to promote via SFO marketing trade during FIFA in June 2026.
  - After conversion and system stability achieved, activate tap-on-tap-off messaging for monthly pass users.

