

Clipper Next Generation Launch

Communications Department + Clipper Task Force

December 17, 2025

Agenda Item 10

Considerations

- 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.



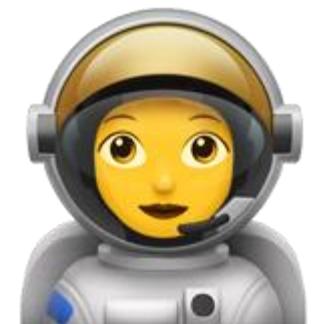
Timeline: Completed Items

- **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 16th
 - 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.

