

SFMTA

Municipal Transportation Agency

Marketing through the Ages

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APTA Marketing and Communications Workshop
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Clipper Sets Sail in the Bay Area


- Clipper: Smart card system owned/managed by Metropolitan Transportation Commission (MTC)
 - MTC: the transportation planning, coordinating and financing agency for the nine-county region
 - Over 20 transit agencies are planned to implement Clipper
 - Currently, 7 of the largest agencies are on Clipper. Combined, they represent over 90% of Bay Area ridership.
- MTC established deadline dates for transitioning customers
- SFMTA deadlines
 - Muni/BART Adult paper pass (40,000): November 2010
 - Disabled pass (7,000): November 2010
 - Muni Only Adult paper pass (65,000): April 2011
 - Senior pass (28,000): June 2011
 - Youth pass (20,000): June 2011



MTC Clipper TV Spot “Here We Go”



Seniors: Sailing Rough Waters



Achieving critical mass one senior at a time!

Winning community “buy in” and support!

Calming the Tide

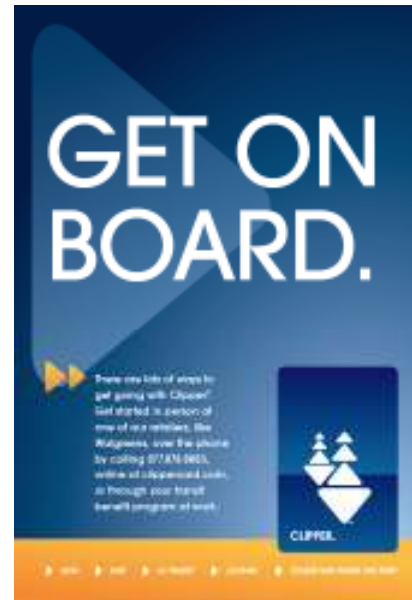
- Incremental step-by-step marketing and outreach strategies
 - Brand awareness
 - Calls to action
 - Grassroots “It Takes a Village”



Brand Awareness

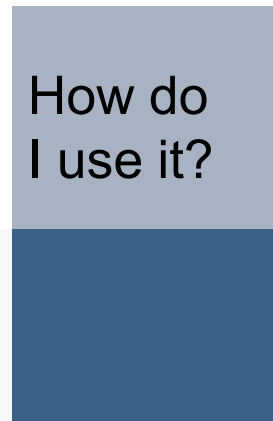
What is it?

Where do I get it?



What do I put on it?

How do I use it?



Call to Action Outdoor Ad Campaign



IT'S TIME TO SWITCH!
PICK UP YOUR **FREE** CARD TODAY!

Available from:

- Any Clipper™ retailer, like Walgreens
- clippercard.com
- Seniors/Youth: sfmta.com, 311 for details
- Vending machines in Muni stations (coming soon!)

Passes ONLY on Clipper:

- A-Pass: November 2010
- RTC sticker: November 2010
- Seniors/Youth: Early 2011
- M-Pass: Spring 2011

Soon, Clipper will be THE way to pay on Muni



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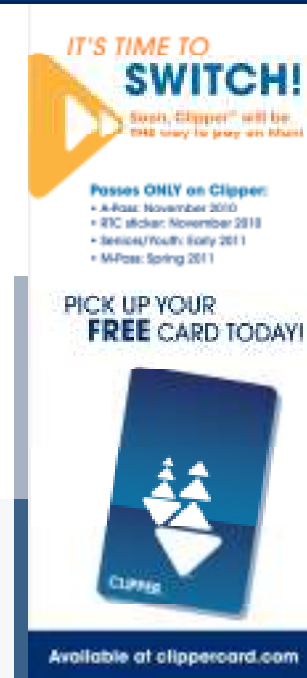
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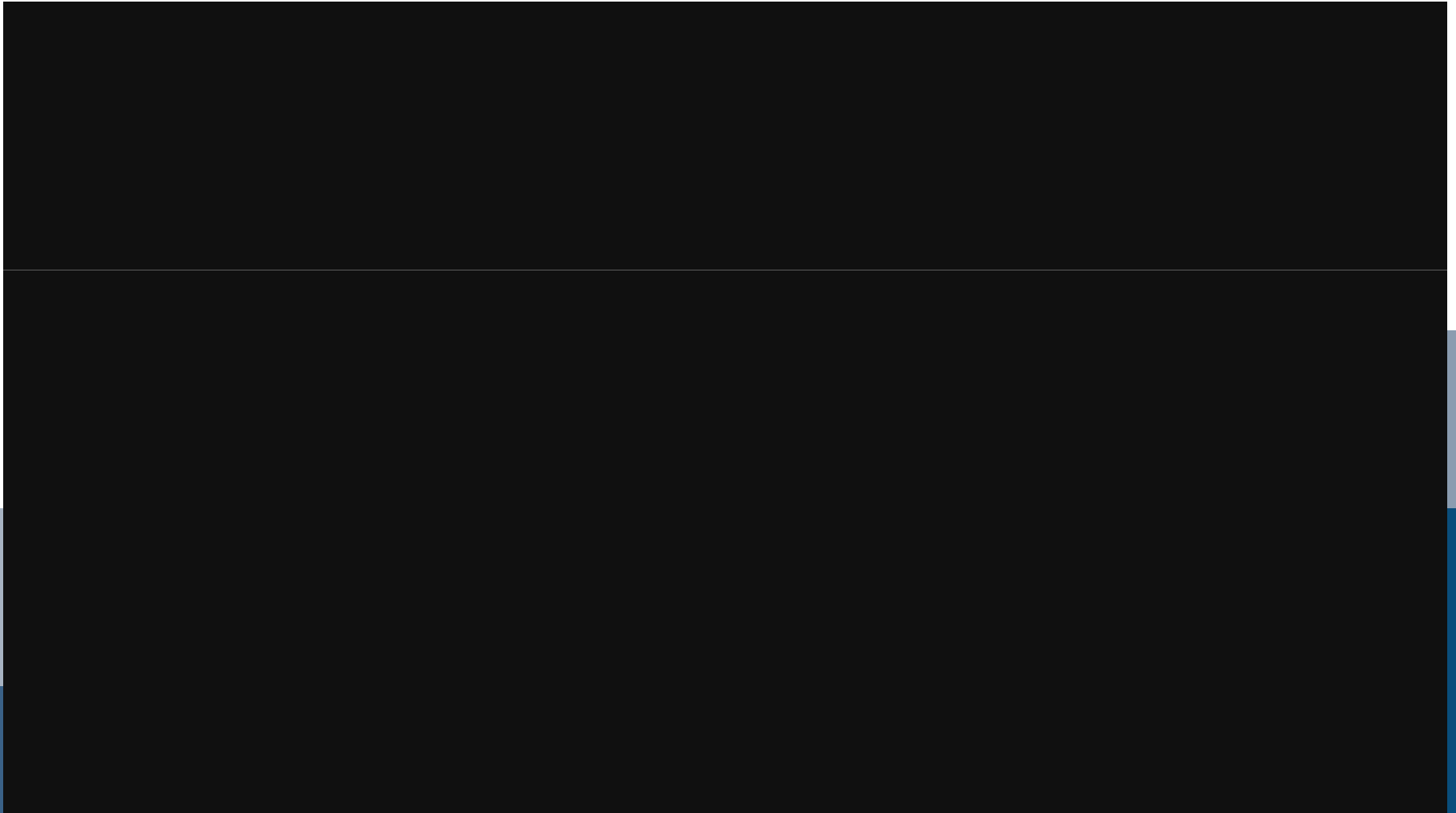
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Available at clippercard.com

- Kings
- Queens
- Tails
- Banners
- LRV Squares
- Kiosks

Call to Action Radio and TV



Call to Action Pass Wraps

- Every paper pass wrapped with instructions for three months.

El pase M⁺ Fast Pass de Muni SÓLO se puede agregar a una tarjeta Clipper.[®] Agregue su pase M⁺ del siguiente mes a una tarjeta Clipper.[®] Disponible en: + Cualquier distribuidor de Clipper + Clippercard.com (en la versión clippercard.com) + Cualquier máquina expendedora de boletos de Muni (en los recorridos de metro) + 877.878.8888

IT'S TIME TO SWITCH!

Es hora de cambiar
是轉換車票的時候了

Your monthly discount pass will **ONLY** be available on a Senior ClipperSM card.*

APPLY FOR YOUR SENIOR CLIPPER CARD TODAY!

Visit SFMTA.com or call **311** for details and a list of sign up locations.

* May is the last month to use a paper Senior discount pass. Starting June, the discount pass **MUST** be loaded onto a reloadable Senior Clipper card.

您的減價月票僅適用於Senior (長者) Clipper卡。

請今天就申請 Senior Clipper卡！

請上網 SFMTA.com 或者致電 311，瞭解詳情和供銷地點。

五月是申請紙質長者減價月票的最後期限。從六月開始，該減價月票必須輸入 Senior Clipper卡內，可以重複充值。

Your monthly discount pass will **ONLY** be available on a Youth ClipperSM card.*

APPLY FOR YOUR YOUTH CLIPPER CARD TODAY!

Visit SFMTA.com or call **311** for details and a list of sign up locations.

* May is the last month to use a paper Youth discount pass. Starting June, the discount pass **MUST** be loaded onto a reloadable Youth Clipper card. (A parent or guardian may apply for a youth.)

您的減價月票僅適用於 Youth (青少年) Clipper卡。

請今天就申請 Youth Clipper卡！

請上網 SFMTA.com 或者致電 311，瞭解詳情和供銷地點。

五月是申請紙質青少年減價月票的最後期限。從六月開始，該減價月票必須輸入 Youth Clipper卡內，可以重複充值。(家長或監護人可為青少年申請。)

It Takes a Village

- Community deputies
- Stakeholder letters from CEO
- Alerts to pass sellers monthly
- Collaboration with Walgreens, Examiner, Chronicle
- Partnership with MTC
- Street teams for community outreach and customer support

Next Steps

- Immediate issuance of cards
 - Time the issuance with the pass sales window
 - Assist seniors with loading and using the card
- High impact campaign in May – aggressive marketing partnership with Walgreens, Chronicle, Examiner
 - Clipper everywhere, immediacy of NOW!
 - Multi-lingual street teams in every key Walgreens, community group and Metro station