



Transition from
TransLink® to Clipper

Presentation to MTC Operations Committee
April 9, 2010

TransLink® Becomes ClipperSM in mid-June





Transition from TransLink® to ClipperSM

Date	Description
March 25 th	• First delivery of Clipper cards to customer service center
April 15 th	• Begin replacing TransLink logos and decals on equipment • Send notice to registered TransLink customers explaining TransLink becomes Clipper on June 15 th
May 1 st	• Begin on-board and in-station signage announcing transition to Clipper
June 1 st	• Launch of Clipper customer service kiosk/center in Downtown San Francisco BART station (tentative)
Week of June 14 th	• Launch of Clipper: begin sales of Clipper cards, launch Clippercard.com, Replacement of new decals and logos on equipment is complete • Launch press event
July 5 th	• Start of on-board and in-station signage, outreach events • Information program and outreach will target five transit operators over July – December timeframe



How Will TransLink® Customers Be Informed?

- Registered customers will receive direct mail card in late April
- On-board and in-station signs will begin May 1st
- TransLink website will include announcement
- Registered customers will receive email in May
- Transit agencies will receive break-room posters for employee outreach



What Will Change and When?

- 4/15/2010 – New logos on equipment
- 6/15/2010 – Begin distribution of ClipperSM cards
- Mid-June – Clippercard.com becomes new website address
 - translink.org will re-direct customers to Clippercard.com
- TransLink® cards will continue to work



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Getting a ClipperSM Card and Adding Value

Getting a Card

- Website
- Participating retailers
 - 225+ locations including all Walgreens
 - Most retailers accept Commuter Checks for Clipper purchases
 - Additional 175 retailers are planned
- Transit agency ticket offices
- San Francisco customer service kiosk

Adding Value

- Website (one time transaction or Autoload)
- Participating retailers
- Transit agency ticket offices
- Employer programs
- San Francisco customer service kiosk
- Self-serve Add Value Machines
 - Additional machines planned in Muni Metro stations



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Discount ClipperSM Cards

- Special cards are available for youths, seniors and persons with disabilities
 - Available to qualifying customers
 - Card availability is limited to ensure eligibility enforcement
 - Once eligible customer has a card, value is widely available
 - Cards automatically calculate discount fares
 - Youth cards automatically begin charging adult fare when customer no longer qualifies for discount
- Available at transit agency ticket offices
 - Customers must demonstrate eligibility
 - Transit operators establish and enforce policies for qualification



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Distribution of ClipperSM Cards

- Clipper cards will be available free for a limited period of time (subject to TransLink Management Group approval)
 - Fee is usually \$5 for a card
- Exchanging TransLink cards will be optional
- Customer service center can transfer details from one card to another
 - Process usually takes 2-3 days
 - New Downtown San Francisco customer service kiosk/center will be able to transfer details to new card immediately



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Customer Communications

- Use on-board and in-station signage to reach transit riders
- Coordinate ClipperSM information program with fare media transition policies
- Key transitions to support:
 - AC Transit youth pass & SFMTA-BART Fast Pass (July/Aug. 2010)
 - BART EZ Rider (October 2010)
 - AC Transit adult pass (Dec. 2010)
 - Caltrain passes (January 2011)
- Seeking funding to support future transitions



Above: Clippercard.com homepage



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