



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Joseph P. Bort MetroCenter  
101 Eighth Street  
Oakland, CA 94607-4700  
TEL 510.817.5700  
TDD/TTY 510.817.5769  
FAX 510.817.5848  
E-MAIL [info@mtc.ca.gov](mailto:info@mtc.ca.gov)  
WEB [www.mtc.ca.gov](http://www.mtc.ca.gov)

*Memorandum*

TO: Operations Committee

DATE: April 2, 2010

FR: Executive Director

RE: Update on Transition from TransLink<sup>®</sup> to Clipper<sup>SM</sup>

In December 2009, the Operations Committee approved staff's recommendation to change the name of the TransLink<sup>®</sup> fare payment system to Clipper<sup>SM</sup>. The new name is expected to be more appealing to Bay Area transit riders, unique to the region ("TransLink" has been adopted by several other transportation services around the world), evocative of the region's transportation history, and an opportunity to re-launch the program to the public. The program is at a unique juncture, where changing the program name leverages several initiatives already in progress or in the final planning stages:

- The transition of transit operator passes and tickets to smart card-only availability, as required by MTC Resolution 3866, which will dramatically increase the visibility of the system;
- Replenishment of the card inventory (MTC will receive about one million cards over the next three months);
- Achievement of the Revenue Ready milestone on SamTrans and VTA; and
- A previously-planned public information and communications program that will introduce the payment system to customers of AC Transit, BART, Caltrain, Golden Gate Transit bus and ferry, and SFMTA.

MTC and the transit operators have developed the following plan to introduce Clipper first to existing TransLink<sup>®</sup> customers who are already familiar with the payment system and then to transit riders who have not yet adopted the smart card. The objective of the plan is to educate transit customers, especially those affected by the phase-out of existing passes and tickets, about Clipper<sup>SM</sup>, how it works, and where to purchase cards and value. The effort will occur in two phases: the first phase will target current TransLink<sup>®</sup> customers and will take about two months; and the second phase will begin in mid-June when the program becomes fully re-branded as Clipper<sup>SM</sup>. As a reminder, even after the transition to Clipper<sup>SM</sup>, customers will be able to continue using their TransLink<sup>®</sup> cards without interruption. The attached presentation contains additional information about the planned activities and timeline for implementing the change from TransLink<sup>®</sup> to Clipper<sup>SM</sup>.

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Steve Heminger

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