



Transition from TransLink® to ClipperSM

Presentation to TransLink Management Group

April 26, 2010

TransLink® Becomes ClipperSM on June 16



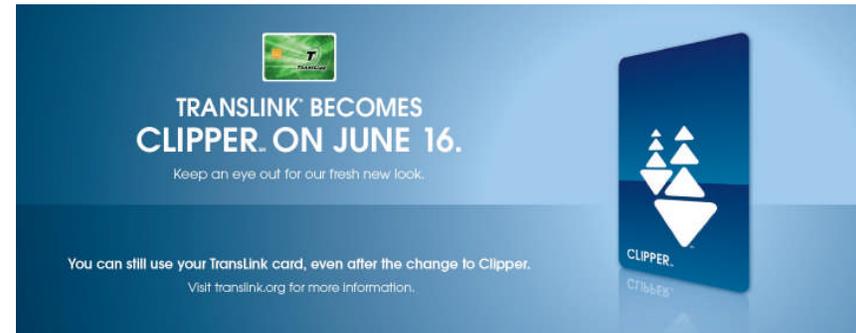
Transition from TransLink® to ClipperSM

Date	Description
March 25 th	<ul style="list-style-type: none">• First delivery of Clipper cards to customer service center
April 22 nd	<ul style="list-style-type: none">• Begin replacing TransLink logos and decals on equipment• Send notice to registered TransLink customers explaining TransLink becomes Clipper on June 16th
May 1 st	<ul style="list-style-type: none">• Begin on-board and in-station signage announcing transition to Clipper
June 1 st	<ul style="list-style-type: none">• Launch of Clipper customer service kiosk/center in Downtown San Francisco BART station (tentative)
June 16 th	<ul style="list-style-type: none">• Official Clipper Start Date: begin sales of Clipper cards, launch Clippercard.com, Replacement of new decals and logos on equipment is complete• Clipper press event
July 5 th	<ul style="list-style-type: none">• Start of on-board and in-station signage, outreach events• Information program and outreach will target five transit operators over July – December timeframe

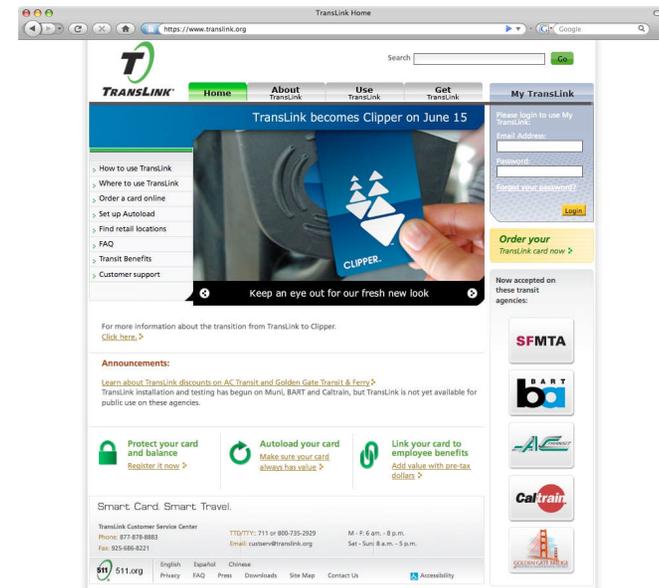


How Will TransLink® Customers Be Informed?

- 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 and messaging for employee bulletins



Above: Sample on-board sign



Above: ClipperSM announcement on TransLink website



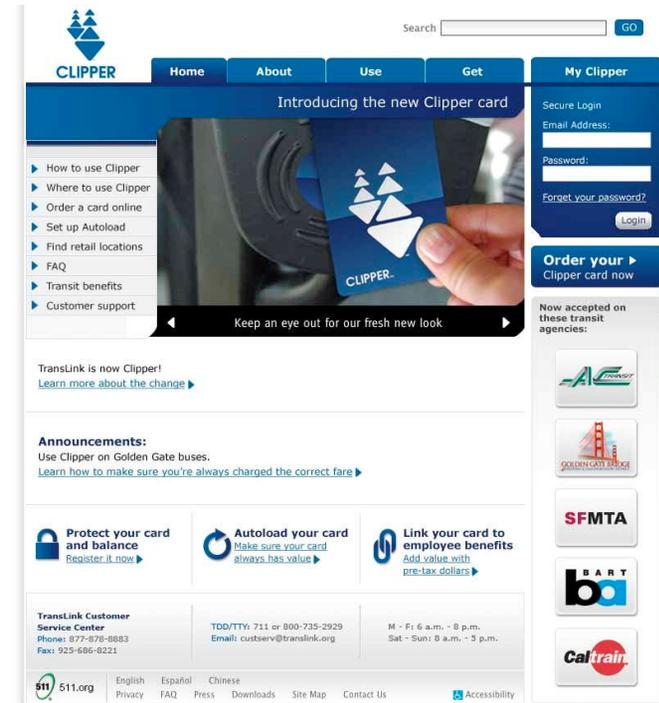
What Will Change and When?

- 4/22/2010 – New logos on equipment
- Late May – faregates and readers upgraded to read DesFire cards
- 6/16/2010 – 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



Customer Communications

- Use on-board and in-station signage to reach transit riders
- Coordinate ClipperSM information program with fare media transition policies, as budget permits
- Working with transit agencies to secure in-kind media space
- TV and Radio broadcast



Above: Clippercard.com homepage

Distribution of ClipperSM Cards

- Recommending making Clipper cards free for a limited period of time (subject to TMG 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 once it is operational

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

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
- Customers apply at transit agency ticket offices
 - All agencies accepting applications as of 4/1/2010
 - Customers must demonstrate eligibility
 - Transit operators establish and enforce policies for qualification



Above: Senior Clipper Card