



# Next Generation Clipper® Program Update

BART Board of Directors Meeting

October 23, 2025

# Clipper: Backbone for Regional Network Management



22 Transit Operators



Governance: Clipper Executive Board



94% Satisfaction



Mobile Clipper Cards  
4.6M Cards / 40% of taps



Monthly Statistics

- \$36M Collected for Operators
- 16M Taps
- Over 1.2M Unique Cards Used



Next Generation Clipper

- All New Equipment
- Real-Time Value Availability
- Contactless Bank Cards
- Regional Transfer Discounts
- Supports Transit Agency Promotions
- Supports Existing Equity Programs

# August 20, 2025: Launch of "Tap and Ride" on BART

- Enables BART fare gates to accept contactless bank cards for fare payment
- Over 213,000 unique bank cards used
- Nearly 900,000 trips in first 60 days



Photo: Noah Berger

# Start of Regional Customer Transition

- This week, the Clipper Executive Board unanimously approved December 10, 2025 as the Start of Customer Transition
  - Gives all riders the benefits of next-generation Clipper as soon as possible.
  - Allows for credit/debit card acceptance at all Clipper readers immediately
    - Removes any customer confusion about why only available on BART
  - Controls costs through ramp-down of existing Clipper system

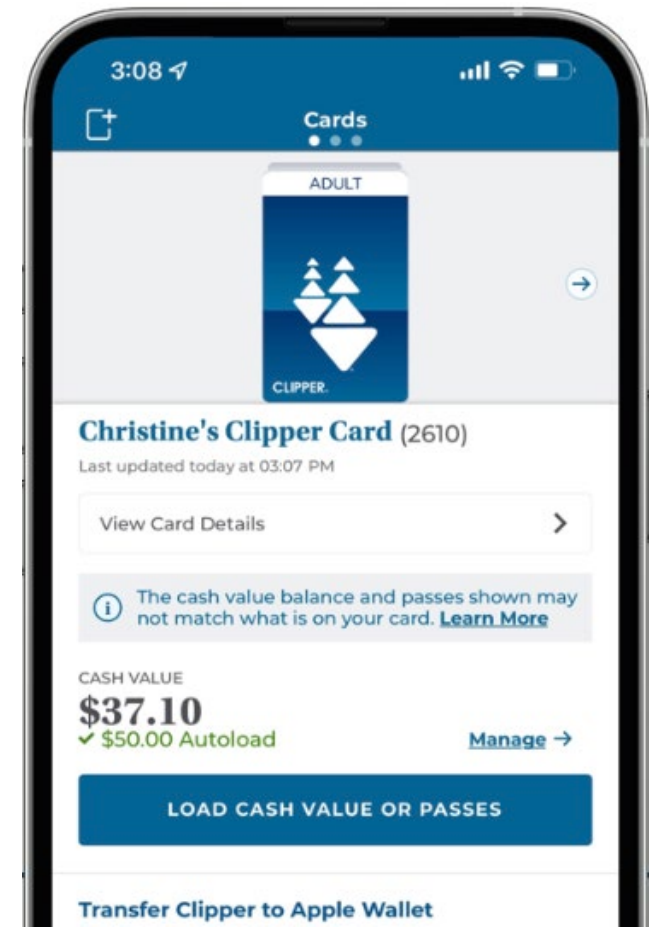
# What's New at Start of Customer Transition

- Open Payment acceptance at all operators
  - Visa, Mastercard, American Express, Discover, Apple Pay, Google Pay
- Account-Based Features
  - Value available immediately
  - Free and discounted transfers between agencies
  - Online access to youth and senior card applications
  - Ability to manage others' Clipper cards



# Card-based to Account-based Card Transition

- Process by which a customer's Clipper card-based media is converted to an account-based media ("upgrading") and corresponding value, products and transaction history are migrated to the account-based Next Generation Clipper back office
- Customer initiated
  - Log into clippercard.com
  - Log into Clipper mobile app
  - Call the Clipper customer service center
- Back Office transition
  - Generate list of card serial numbers prioritized based on card and customer profile
  - Once on list, card will migrate when tapped



# Transition Prioritization | Goals and Considerations

- Customer equity
- Operational impacts
  - Transit Operator staff
  - Institutions
  - Transit Benefit Providers
  - Customer Service representatives
- Mitigate differences in customer experiences by capturing as many customers as possible within first month
- Target riders who will likely benefit most from new Clipper features
  - New regional inter-operator transfer discounts
  - New product availability



# Transition Priority – Discount Card Holders

- Customers will be upgraded to Next Generation Clipper on a set schedule that will take 2-3 months
- Youth, Senior, RTC Clipper Access, START means-based

| Discount Category    | Cards – Total (approx.) | Cards – Active 6 Months | Cards – Active 12 Months |
|----------------------|-------------------------|-------------------------|--------------------------|
| Youth                | 185,000                 | 75,000                  | 90,000                   |
| Senior               | 640,000                 | 215,000                 | 260,000                  |
| RTC / Clipper Access | 150,000                 | 25,000                  | 30,000                   |
| START Means-Based    | 30,000                  | 25,000                  | 27,000                   |

- By week 6, estimated 5 million cards transitioned, representing most active card users
- Customers can initiate upgrades earlier by logging into the Clipper website or mobile app or by calling Clipper Customer Service and then tapping





# Schedule Of Actions

# Pre-Launch Schedule and Actions

## One month prior to public launch

- Press release and earned media campaign to begin raising high-level awareness of the system and upcoming launch
- Prioritize reaching existing users for their smooth transition
- Email Clipper's opt-in list, include links to existing videos and *Insider's Guide*
- Clipper organic social media campaign to share benefits and new features
- Distribute toolkit to transit agency partners

# Soft Launch Actions

- Website updates go live
- New YouTube next-generation system customer service videos go live!
- Earned media press coverage coordinated to publish
- Release new series of Clipper social media launch posts
- Outreach to promote features and tell people how to upgrade

# Hard Launch Actions

- Out-of-home and digital marketing to promote benefits
- Promote and conduct live demos of new key features (e.g., multi-card management, open payments)
- Share product feature how-to videos and *Insider's Guide* through Clipper social media



# Marketing Tactics & Partnerships

# Marketing Tactics

- Transit advertising (donated and paid)
  - e.g., interior car cards, exterior bus ads, transit shelters, in-station digital signs
- Additional out-of-home advertising (targeting new riders)
  - e.g., billboards (print or digital), kiosks (print or digital), broadcast radio, direct mail
- Newspapers (targeting new riders)
  - To reach in-language audiences and older adults
- Paid digital advertising (targeting new riders)
  - e.g., display ads, social media ads, SEM/Adwords; streaming radio, video, TV

# Marketing Tactics

- Organic social media
  - e.g., posts, stories, "Live" streaming video, Ask Me Anything (AMA), shares/retweets
  - Utilize BART's popular social media accounts for creative story telling using real rider stories and fun engagement about Next Generation Clipper benefits.
- Clipper outreach ambassadors
  - e.g., pop-up or intercept events; partnerships with CBOs, accessibility and community advisory groups
- Public relations
  - e.g., press releases, media pitching, press conferences
- Marketing collateral
  - e.g., brochures, palm cards, giveaways

# Transit Partnerships

- Extend reach through Bay Area transit agencies
- Encourage fun social content from transit agencies
  - e.g., “teach a friend” about Next Generation Clipper benefits campaign and vertical videos showing multi-modal trips getting transfer discounts
- Provide Clipper toolkits
  - Social media post content (post copy, image, link)
  - Webpage graphics
  - Electronic sign messages
  - Short and long newsletter articles for email marketing, websites and blogs
  - Printed collateral: brochures (Insider’s Guide), outreach flyers/palm cards

# Other Partnerships

- Extend reach through Bay Area organizations
  - Seamless Bay Area
  - Bay Area Council
  - Commuter Benefits Program
  - Other employer groups
  - Travel and hospitality organizations
  - Airports

# What to Expect and Opportunities for BART

- Many new and exciting features will be available to riders on or after December 10, 2025, as their cards are upgraded to the Next Generation Clipper system
- BART is looking forward to exploring:
  - Limited Use Smart Cards (LUSC) for group travel
  - Next Generation Clipper as a platform for regional passes or fare capping (subject to future policy and funding evaluation, governing board actions)