

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 7/24/2024

Staff Report No. 24-390

TO: AC Transit Board of Directors
FROM: Michael A. Hursh, General Manager/Chief Executive Officer
SUBJECT: Board Policy 334: EasyPass: Goals & Methodology

BRIEFING ITEM

AGENDA PLANNING REQUEST:

RECOMMENDED ACTION(S):

Consider a review of Board Policy 334 - EasyPass: Goals & Methodology with no recommended changes.

Staff Contact:
Nichele Laynes, Director of Marketing, Communications & Customer Services

STRATEGIC IMPORTANCE:

Goal - Strong Public and Policymaker Support
Initiative - Financial Efficiency and Revenue Maximization

A clear and up-to-date Board Policy 334 helps ensure that EasyPass program pricing is easy to understand and implement.

BUDGETARY/FISCAL IMPACT:

There is no fiscal impact associated with this report.

BACKGROUND/RATIONALE:

Board Policy 334 was adopted on November 12, 2020, with the purpose of codifying the goals of the AC Transit EasyPass program and presenting the guiding principles and methodology for creating the EasyPass pricing models.

Staff has reviewed the existing policy and determined that no changes are needed.

ADVANTAGES/DISADVANTAGES:

No disadvantages to keeping the existing policy have been identified.

ALTERNATIVES ANALYSIS:

There are no alternatives to the course of action recommended in this report.

PRIOR RELEVANT BOARD ACTION/POLICIES:

Board Policy 334 was last amended October 26, 2022

ATTACHMENTS:

1. Board Policy 334 with no changes

Prepared by:

Andy Nern, Marketing Manager

Approved/Reviewed by:

Nichele Laynes, Director of Marketing, Communications & Customer Services

Shayna van Hoften, Interim General Counsel/Chief Legal Officer

Linda A. Nemeroff, Board Administrative Officer/District Secretary