

## **SUMMARY OF OUTREACH FOR PROPOSED EASYPASS PRICING PUBLIC HEARING**

AC Transit employed an outreach plan to distribute information about the public hearing and pricing proposal to members of the public as well as stakeholders in the EasyPass program. The strategy which guided the plan aimed to increase the likelihood that members of the targeted groups understood their opportunities to submit questions and comments about the proposals by providing materials in multiple languages as well as distributing the materials through a variety of channels including hyper-targeted distribution. The outreach plan paired efforts to reach the broader community with targeted outreach to Spanish-language and Chinese-language newspapers, city planning departments, housing organizations, and affordable housing developers and management companies in AC Transit's service area as well as current and prospective EasyPass clients, EasyPass users, and key stakeholders in the EasyPass program to accomplish breadth and depth of reach.

The outreach plan included the following tactics:

### **Printed Distribution**

- Legal notice of public hearings published in Bay Area News Group (East Bay Times, Argus, Daily Review), Post News Group (El Mundo), and Sing Tao Daily
- East Bay Times ¼ page ad 8/16/19 and 8/23/19 (35,000 circulation/71,855 est readership per week)
- Post Combo—El Mundo ¼ page ad 8/16/19 and 8/23/19 (combined circulation 40,000 per week)
- News for Chinese ¼ page ad 8/16/19 and 8/23/19
- East Bay Express ¼ page ad 8/16/19 and 8/23/19
- West Contra County Times (a publication of East Bay Times) ad 8/16/19 and 8/23/19

### **Digital Distribution**

- Posted notice of public hearing on [actransit.org](http://actransit.org) under Public Hearings and Notices section on 8/14/19
- Posted notice of public hearing and information on the pricing proposal in English, Spanish, and Chinese on the [actransit.org](http://actransit.org) homepage under the News section on 8/30/19
- Posted links on the EasyPass homepage informing visitors of the public hearing and directing them to the Public Hearing Notice and Staff Report on 8/23/19
- Posted about public hearing on AC Transit's Facebook page and Twitter feed on 9/4/19 and 9/10/19
- Emailed notice of public hearing and information on the pricing proposal to over 50 contacts including planning departments, public works departments, Chambers of Commerce, housing organizations, affordable housing developers and management companies, and colleges/universities in AC Transit's service area by 9/6/19
- Emailed notice of public hearing and information on the pricing proposal to 64 current and prospective clients by 9/10/19
- Emailed notice of public hearing and information on the pricing proposal to 10,891 AC Transit eNews subscribers including any EasyPass subscribers on 9/4/19

### **In-Person Distribution**

- Shared notice of public hearing and proposed changes with attendees of UC Berkeley's Caltopia on 8/25/19 and 8/26/19
- Shared notice of public hearing and proposed changes with attendees of Mills College's Student Orientation on 8/24/19
- Conducted follow-up meeting with the UC Berkeley Parking & Transportation Department to further clarify the proposal and opportunities to comment on 8/29/19
- Shared notice of public hearing with relevant community organizations and city officials by 9/10/19




## Public Comment Collection

- Collected in-person comments in English, Spanish and Chinese at the public hearing (opportunity to collect comments in other languages via additional language interpreters at the public hearing, available by prior request)
- Collected written comments in English, Spanish and Chinese by letter, facsimile, or email through close of the public hearing
- Collected comments by phone in English, Spanish and Chinese via voicemail message through close of the public hearing

## Sample of Live Tactics

**Public Hearing on AC Transit EasyPass Pricing Proposal**  
Alameda-Contra Costa Transit District (AC Transit) sent this bulletin at 09/04/2019 05:15 PM PDT

Having trouble viewing this email? View it as a Web page.



Please scroll down for translations in other languages | Desplácese hacia abajo para ver traducciones en otros idiomas | 请向下滚动查看其他语言的翻译

The AC Transit EasyPass program offers a discounted annual pass to employers, residential communities, and two-and-four-year colleges/universities. As current EasyPass pricing will expire in 2020, AC Transit staff developed a pricing proposal with the following components:

1. Use the current pricing matrices as the basis for the proposed pricing changes.
2. Establish a pricing schedule through June 30, 2029 with modest increases on July 1, 2020, July 1, 2023, and July 1, 2026.
3. Include a \$1 card management fee to cover a portion of card production expenses.
4. Present two different pricing scenarios with the rate of increase based on the historical Consumer Price Index for All Urban Consumers (CPI-U) in the San Francisco Area.
  - Scenario 1 proposes implementing a 2.73% rate of increase based on the historical average of CPI-U over the 2010–2019 period.
  - Scenario 2 proposes implementing a 3.53% rate of increase based on the historical average of CPI-U over the 2017–2019 period.

For more information about the EasyPass program and complete details on the proposed changes, please visit [actransit.org/EasyPass](https://actransit.org/EasyPass).

**HOW TO COMMENT**  
You can provide input by attending the Public Hearing or by submitting comments by letter, fax, email, or voicemail no later than close of the Public Hearing on September 11, 2019.

**Wednesday, September 11, 2019 at 6:00 p.m.**  
AC Transit General Offices, 2nd Floor Board Room  
1600 Franklin Street, Oakland, CA 94612  
The meeting site is wheelchair accessible.

Spanish and Chinese interpreters will be available at the Public Hearing. Upon request, AC Transit will supply a sign language interpreter or an interpreter for languages other than those above. Please contact the District Secretary's Office at (510) 891-7201 by Thursday, September 5, 2019 at 5:00 p.m. to make arrangements for interpreters.

**Please send or address your comments to:**  
AC Transit Board of Directors  
1600 Franklin Street, Oakland, CA 94612

**Phone:** English (510) 891-7201; Spanish (510) 891-7291; Chinese (510) 891-7292  
**TDD:** Call 711 and specify (510) 891-4700  
**Fax:** (510) 891-7157  
**E-mail:** [planning@actransit.org](mailto:planning@actransit.org)

A decision on the proposal is scheduled to occur at the AC Transit Board of Directors meeting on September 25, 2019. If approved, the new pricing will take effect on July 1, 2020.

We look forward to hearing from you!

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**AUDIENCIA PÚBLICA SOBRE LA PROPUESTA DE PRECIOS DE EASYPASS DE AC TRANSIT**  
El programa EasyPass de AC Transit ofrece un pase anual con descuento para empleadores, comunidades residenciales, y colegios/universidades de dos y cuatro años. Como los precios actuales del EasyPass vencerán de 2020, el personal de AC Transit desarrolló una propuesta de precios con los siguientes componentes:

1. Usar las matrices de precios actuales como base para los cambios de precios propuestos.
2. Establecer un cronograma de precios hasta el 30 de junio de 2029 con aumentos moderados el 1 de julio de 2020, el 1 de julio de 2023 y el 1 de julio de 2026.
3. Incluir una tarifa de administración de tarjeta de \$1 para cubrir una parte de los gastos de producción de la tarjeta.
4. Presentar dos escenarios de precios diferentes con la tasa de aumento basada en el índice histórico de precios al consumidor para todos los consumidores urbanos (CPI-U) en el área de San Francisco.
  - El escenario 1 propone implementar una tasa de aumento de 2.73% basada en el promedio histórico de CPI-U durante el período 2010-2019.
  - El escenario 2 propone implementar una tasa de aumento de 3.53% basada en



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**AC Transit**  
Yesterday at 1:00 PM

We need your input on the EasyPass pricing proposal. You can submit comments or attend the Public Hearing at #RideACT General Offices on 9/11 @6pm. [ow.ly/DCvZ50vWMYv](https://ow.ly/DCvZ50vWMYv)



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## **SUMMARY OF PUBLIC COMMENTS RECEIVED**

Written comments received will be provided to the Board of Directors separately.

### **Number and Type of Comments Received**

#### *Before the Public Hearing:*

- 30 emails
- 1 phone call

Total=31

#### *At the Public Hearing:*

- 5 verbal comments

Total=5

#### All Comments Broken Into Categories:

- Opposed: 31
- Support of Scenario 1: 3
- General: 1
- Unrelated: 1

**Total=36**