

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 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 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

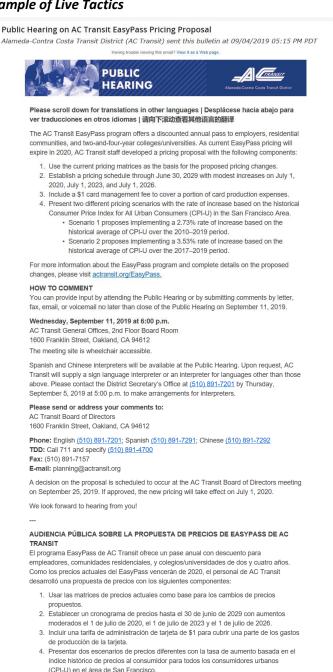
- Shared notice of public hearing and proposed changes with attendees of UC Berkeley's Caltopia on 8/25/19 and 8/26/19
- Shared notice of public hearing and proposed changes with attendees of Mills College's Student Orientation on 8/24/19
- Conducted follow-up meeting with the UC Berkeley Parking & Transportation 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
- Collected comments by phone in English, Spanish and Chinese via voicemail message through close of the public hearing

Sample of Live Tactics



• 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.







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: 1Unrelated: 1

Total=36