

## **Proposed Changes to AC Transit EasyPass Pricing Public Hearing Outreach Plan**

**August 14, 2019–September 11, 2019**

### **BACKGROUND**

The AC Transit EasyPass program offers a discounted annual pass to three distinct client groups: employers, residential communities and two-and-four-year colleges/universities. There are currently 31 EasyPass clients, generating approximately \$6 million in revenue annually.

The current EasyPass pricing will expire on June 30, 2020. In order to secure contracts with new and continuing EasyPass clients beyond that date, new pricing must be established. This new pricing must be presented for a Public Hearing and Title VI analysis before the AC Transit Board of Directors will consider providing an approval. On August 7, 2019, the AC Transit Board of Directors set a public hearing on the proposed changes to AC Transit EasyPass pricing for September 11, 2019. AC Transit staff have developed an outreach plan to inform members of the public of the proposed pricing changes and associated public hearing including opportunities to have their comments about the proposals heard. The outreach plan is designed to align with AC Transit Board Policy and industry best practices.

### **PUBLIC HEARING INFORMATION**

Wednesday, September 11, 2019 at 6:00 pm  
AC Transit General Offices, Second Floor Board Room  
1600 Franklin Street, Oakland, CA 94612

### **GOALS & OBJECTIVES**

- Inform members of the public, EasyPass program clients and participants, and other relevant entities of proposed pricing increases and associated public hearing
- Inform members of the public, EasyPass program clients and participants, and other relevant entities of their opportunities to have their comments about the proposals heard
- Seek to provide an understanding of proposed pricing changes, answer questions, and solicit feedback from organizations that will be impacted by the pricing changes

### **TARGET AUDIENCE**

- Current EasyPass clients and participants
- Prospective EasyPass clients including specific colleges and housing developments in AC Transit's service area
- Key stakeholders in the EasyPass Program
- Members of the community and community organizations
- Traditionally underrepresented groups key stakeholders
- City planning departments and Chambers of Commerce in AC Transit's service area
- Additional riders

### **PLAN STRATEGY & OVERVIEW**

Staff have crafted an outreach plan to reach members of the public as well as stakeholders in the EasyPass program with information about the public hearing. The strategy which guides the plan is to increase the likelihood that members of these groups understand their opportunities to have their comments about the proposals heard by providing materials in multiple languages as well as distributing the materials through a variety of channels including hyper-targeted distribution. The outreach plan pairs 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.



## OUTREACH PLAN DETAILS

### Printed Distribution

- Publish notice of public hearing in *Sing Tao Daily* 8/26/19–9/4/19
- Publish notice of public hearing in *EL MUNDO* 8/26/19–9/4/19
- Publish notice of public hearing in *East Bay Times* 8/26/19–9/4/19
- Distribute notice of public hearing to city planning departments, housing organizations, affordable housing developers and management companies, and colleges/universities in AC Transit's service area as well as current and prospective EasyPass clients which cannot be contacted via email 8/26/19–9/11/19
- Provide printed notices of public hearing and proposed changes to the District's General Offices, main county and city offices, and main libraries located within the District's service area to distribute to the community 8/21/19–9/11/19

### Digital Distribution

- Post notice of public hearing on [actransit.org](http://actransit.org) under Public Hearings and Notices 8/14/19
- Post notice of public hearing on [actransit.org](http://actransit.org) under News 8/28/19
- Include a link on the EasyPass homepage informing visitors of the public hearing and directing them to the Public Hearing Notice 8/21/19
- Post about public hearing on AC Transit's Facebook page and Twitter feed (2 posts on each channel) 9/2/19–9/10/19
- Email notice of public hearing to all current and prospective EasyPass clients 8/26/19
- Email notice of public hearing in English, Spanish, and Chinese to EasyPass eNews subscribers 8/26/19
- Email notice of public hearing to city planning departments, housing organizations, affordable housing developers and management companies, and colleges/universities in AC Transit's service area 8/26/19–9/11/19

### In-Person Distribution

- Share notice of public hearing and proposed changes with attendees of UC Berkeley's Caltopia 8/25/19–8/26/19
- Share notice of public hearing and proposed changes with attendees of Mills College's Student Orientation 8/24/19
- Share notice of public hearing and proposed changes with students of Peralta Colleges 8/21/19
- Share notice of public hearing with relevant community organizations and city officials 8/21/19–9/11/19
- Conduct follow up phone calls and in-person meetings with clients, riders, and other stakeholders 8/21/19–9/11/19

### Public Comment Collection

- Collect 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) 9/11/19
- Collect written comments in English, Spanish and Chinese by letter, facsimile, or email through close of the public hearing 8/14/19–9/11/19
- Collect comment by phone in English, Spanish and Chinese via voicemail message through close of the public hearing 8/14/19–9/11/19