



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

Master Minute Order

File Number: 22-130

Report ID: 22-130

Type: Regular - Finance & Audit

Status: Approved

Agenda
Section:

Meeting Body: Board of Directors -
Regular Meeting

Report Created: 01/12/2022

Final Action: 02/09/2022

ded Action: Consider authorizing the General Manager to execute an agreement with City of Alameda for an Affordable Senior/Disabled Transit Pass Three-Year Pilot Program.

Sponsors:

Enactment Date:

Attachments: STAFF REPORT, Att.1. Estimated Pilot Program
Pricing

Enactment Number:

Hearing Date:

Effective Date:

History of Legislative File

Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	02/09/2022	Approved				Pass
Action Text:	MOTION: ORTIZ/BECKLES to authorize the General Manager to execute an agreement with City of Alameda for an Affordable Senior/Disabled Transit Pass Three-Year Pilot Program. The motion carried by the following vote:					
Notes:	Director of Marketing and Communications Nichele Laynes presented the staff report.					

Public Comment:

No comment was offered.

Board Discussion:

Vice President Young asked why a pay-per-ride model was being used for the program versus a monthly pass. Ms. Laynes reported that the price of a monthly pass is a flat fee that is charged regardless of whether someone rides the bus, whereas a pay-per-ride model would be more cost effective and would allow more seniors and people with disabilities to utilize the program and thus make the dollars available for the program to go farther. She added that a similar model was used for the Alameda County Transportation Commission's free student pass program.

Director Walsh was complimentary of the program, but wanted to know if it was a

program staff would like to roll out to other cities given the number of programs the District already has. She also wanted to know where the resources would come from to manage the program and how staff would know whether the program was a success. Ms. Laynes advised that staff would have access to Clipper data and use the ridership and boarding data to evaluate the success of the program. Ms. Laynes further clarified that this is not an AC Transit program - it is a city program. Director Walsh further wanted to know if other cities are interested in this type of bulk pass program for riders who are not eligible for EasyPass. Director Walsh requested that staff report back in a year on the effectiveness of the program and whether the program performed as staff thought it would. Ms. Laynes agreed to report back.

Director Shaw asked if the program would require any additional service commitment, to which Ms. Laynes advised that it would not, saying that the program was 100% city-funded. Director Shaw expressed concern that the number of staff hours appeared understated and asked if riders would need new Clipper cards for use in this program. Ms. Laynes reported that a new card would be required.

Gayle Paine with the City of Alameda thanked AC Transit staff and President Ortiz and Director Peebles for their efforts to work with the city to develop the program. She also reported that the city has a staff member committed to working on the program and that Measure BB Paratransit funds were being used to fund the program.

Ayes: 6 President Ortiz, Vice President Young, Director Walsh, Director Beckles,
Director Shaw, Director Peebles
