

AC TRANSIT

EasyPass

Program Overview

City of Hayward - AC Transit Interagency Liaison
Committee at Chabot College
September 16, 2022

What is AC Transit EasyPass?

The AC Transit EasyPass program provides employers, residential communities, and colleges annual discounted bus passes for their groups of 100 or more. Employees, residents, and students can use their passes for unlimited rides on all AC Transit lines!

Why EasyPass?

Better for the Environment

- Ride the bus to reduce your carbon footprint and improve air quality!
- Taking public transit exceeds the combined environmental benefits of using energy-efficient light bulbs, adjusting thermostats, and upgrading to energy-efficient appliances.
- By riding the bus instead of driving your car, you are limiting carbon emissions and improving the air quality in your neighborhood.
- Implementing an EasyPass program at Chabot College is estimated to save 18,733 tons of carbon emissions!



Better for Colleges

- Provide transportation savings and improve quality of life for students.
- Reduce parking demands and traffic congestion on campus and in the neighborhood.
- Make your campus greener: lead by example to improve the world while satisfying local, state, and federal mandates.



Better for Students

- Save money on transportation costs.
- Enjoy increased access to work, internships, medical services, errands, and opportunities to explore the Bay Area.
- Improve your health by increasing physical activity



How much does it cost?

- Pricing is calculated annually per participant based on the college's location.
- For 5,001-10,000 students at Chabot, the price per student is currently \$114 annually / \$57 per semester.



How does AC Transit help with a new program?

- AC Transit provides educational materials to all colleges to support their EasyPass program.
- Custom materials are created for college staff to help administer the program.
- Custom materials are created for students so they can get the most out of their pass.



Site Coordinator Reference Guide

AC Transit EasyPass

Employers • Residential Communities • Colleges



www.actransit.org/easypass • 510-891-5444 • easypassinfo@actransit.org

Welcome to EasyPass.

We are especially excited to work with our key persons—EasyPass Site Coordinators! We have made your role as liaison between AC Transit and you and your participants as simple as possible. To get you quickly informed, we have created the EasyPass Desk Reference (EPDR) online. Once you have read through the EPDR, you will no longer be a novice to EasyPass. While we don't expect you to remember everything covered in the EPDR, reading through the training will likely ring that little voice you have when a participant asks you a question about their EasyPass. Simply, consult the EPDR when you are not quite certain of the answer. Check out the tabbed section that most likely answers the participant's question and give it a go.

Along with the EasyPass User Guide, don't forget to review and share the EasyPass FAQ Cards as well. They are color coded and can also be found in the EPDR. The EasyPass FAQ Cards provide details on particular subjects and can quickly be emailed to participants or physically stored for easy access in the Information Display Holder for your group. Sharing the FAQ Cards and the User Guide can be the quickest way to respond to participant questions.

While every Site Coordinator should know their short, EasyPass User Guide inside and out, not everyone will remember the details and resources spelled out in the EPDR. We recommend reading through the EPDR at least once a year and to always be familiar with the EasyPass User Guide for your group. Between your grasp of the EasyPass User Guide and your awareness of the EPDR, you will be well equipped to respond to most participant questions that you come across. Remember though, that the EasyPass team is an email or phone call away if you need us.

Getting started.

Here is a short metaphor to describe our roles in EasyPass. You, the Site Coordinator, are like the EasyPass storefront. You distribute Passes to all qualified participants. You determine who gets an EasyPass and who does not. The AC Transit EasyPass team is like the manufacturing plant. We manufacture the individualized Cards and manage the card product and pricing, invoicing and marketing support. Clipper® fulfills the customer service function. Clipper will handle replacements for lost or damaged cards, and they can do so directly with participants without the storefront's or manufacturing plant's involvement.

As the EasyPass User Guide directs, most questions by participants can be answered with, "call Clipper."

What is EasyPass anyway?

EasyPass is a group transit benefit for a minimum of 100 or more participants. Passes allow participants unlimited access to AC Transit service, both local and transbay (we cross three bridges). In order to qualify for the deep discount offered by EasyPass, the group must satisfy the minimum size requirement or qualify for a special allowance for infill development. How much of a discount is on offer through the EasyPass program? For most participants, one month's cost for the discounted, transbay Pass available to the public costs more than a whole year of EasyPass. That can mean savings from 92 to 96% for your group!

How can we offer such a steep discount? Similar to other group benefits like vision or dental, AC Transit knows that not everyone will ride the bus every day, all the time. By offering an EasyPass Clipper Card to all participants, we gain new riders with every program. "Try it-you'll like it" seems to work well with new EasyPass participants who, with Card in hand, figure out when bus transit works for them. That is why Site Coordinators are so important. You get the EasyPass Cards into every hand.

Why EasyPass?

Cities, local and state agencies love the EasyPass program for stimulating mode shift to public transportation. Besides offering necessary transportation services to our community, wide use of EasyPass can help us reach our carbon footprint reduction goals as Passes are introduced to new riders. Satisfying local, state and federal goals and mandates, assure that billions of dollars continue to flow into California supporting our communities. We all win together as responsible stewards protecting the health of our amazing planet.

Check out AC Transit's leadership nationwide in sustainable activities and accomplishments listed on our website at actransit.org.

EasyPass programs also provide a transportation lifeline to underserved communities allowing Pass holders to reach essential social and medical services as well as travel to school, work and shopping areas.

Engaging citizens with sustainable transportation options can translate into a lifetime of support for traveling green.

What types of EasyPass programs are there?

There are three types of EasyPass programs:

Chabot College EasyPass History

- **2014:** Chabot College students and groups began expressing interest in EasyPass.
- **2015:** A student group sponsored a student-led referendum which lost in simple majority by 48 votes.
- **2017:** Conversations resumed between AC Transit and the Associated Students, but a referendum was ultimately not pursued.
- **Today:** Interest has recently resurfaced. AC Transit staff is excited about the possibility of bringing EasyPass to Chabot College and looks forward to continuing the conversation.

Questions?

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Get Going • Start Saving