

AC TRANSIT

EasyPass

Program Update

Board Officers Retreat March 2021



Summary

The AC Transit EasyPass program offers employers, residential communities, and colleges the ability to buy annual passes for a defined pool.

Current program stats:

- 32 clients
- 56,910 participants
- \$5,036,378.22 annual revenue

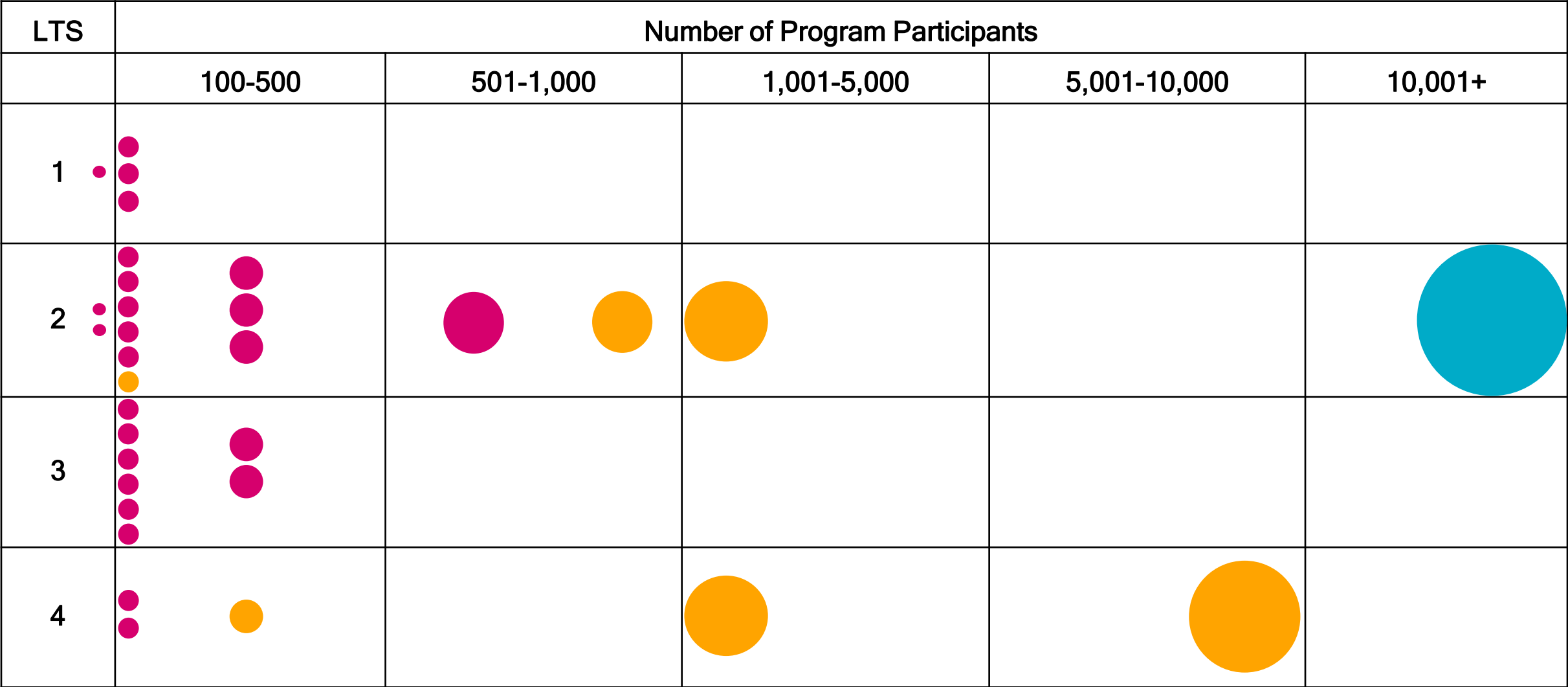
Current and future expansion efforts:

- Ongoing client growth and usage expansion
- Opportunity for further expansion with program management changes

Current Program Status

Current Client Details

College: 1 client (3%) | 40,000 participants (70%)
Employer: 6 clients (19%) | 12,748 participants (22%)
Residential: 25 clients (78%) | 4,162 participants (8%)
Total: 32 current clients | 56,910 participants



Note: 3 additional clients have paused their programs due to COVID-19.

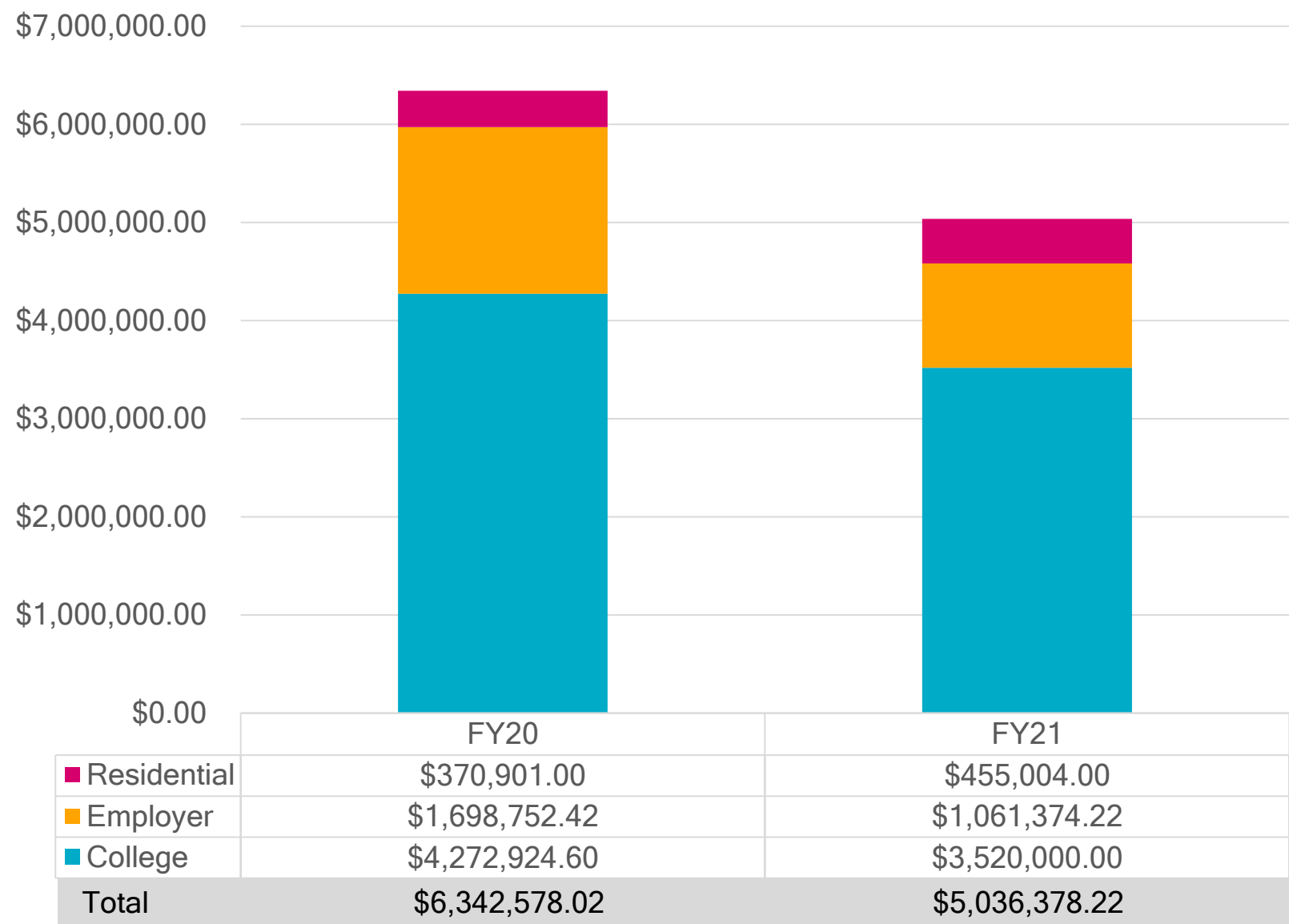
● College ● Employer ● Residential

Current Client List

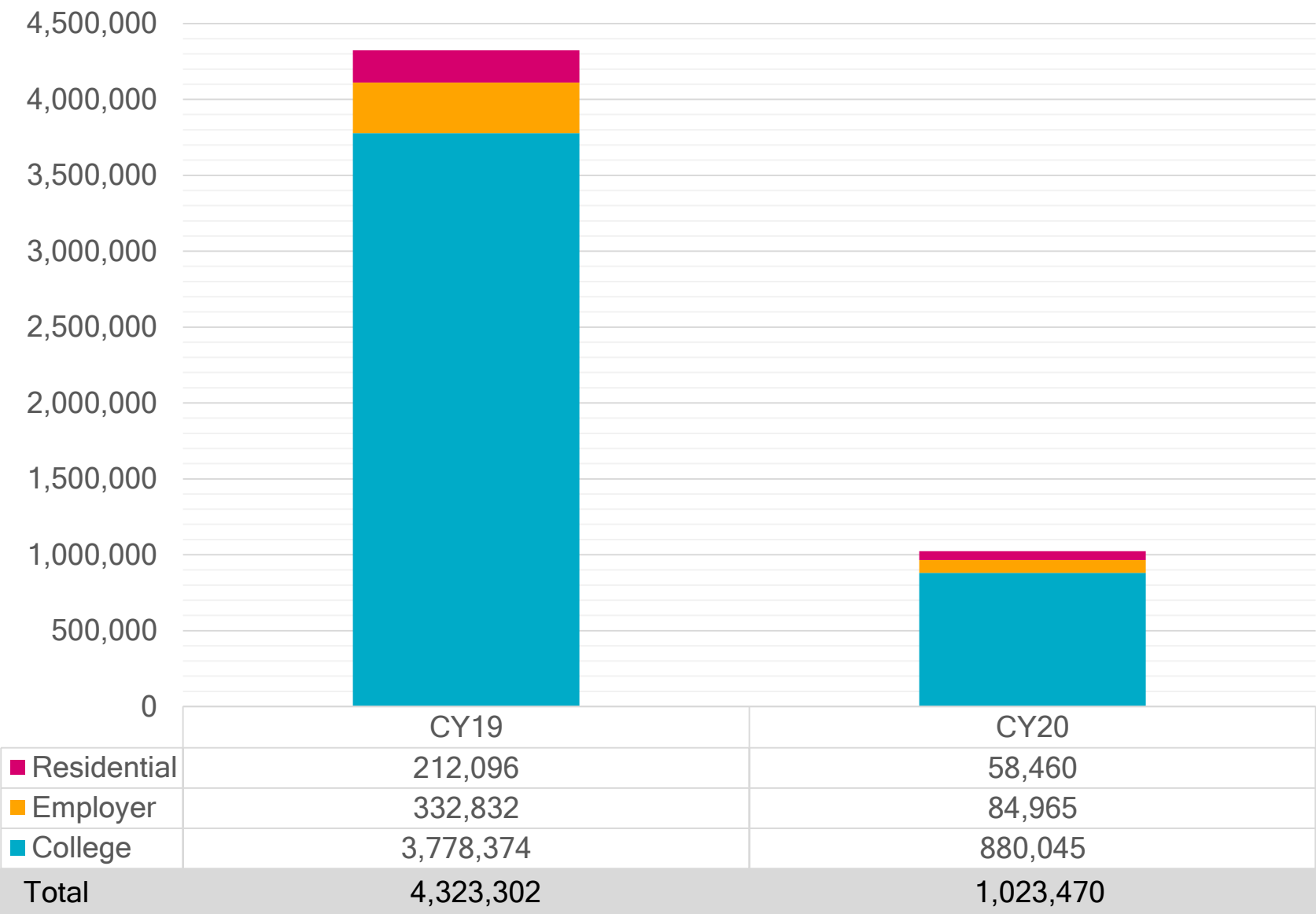
EasyPass Program Name	Participant Pool
3900 Adeline EasyPass	102
Alameda Housing Authority (AHA) EasyPass	100
Alameda Transportation Management Association EasyPass (ATMA)	1459
Alta Mira EasyPass	152
Aquatic 3 EasyPass	153
Ashland Place EasyPass	100
The Broadway EasyPass	250
City of Berkeley EasyPass	1402
City of Oakland, Local 21 EasyPass	928
The Dwight EasyPass	100
East Bay Asian Local Development Corporation (EBALDC) EasyPass	664
Eden Housing EasyPass	144
Estrella Vista EasyPass	100
Fourth & U EasyPass	172
Harrison Menlo Preservation	147
Ironhorse EasyPass	100
Jones Berkeley	100

EasyPass Program Name	Participant Pool
La Vereda	86
MacArthur Commons EasyPass	200
Modera Berkeley EasyPass	205
Monarch Homes EasyPass	51
Mural EasyPass	100
Parker EasyPass	101
Park Alameda EasyPass	62
Safeway, #691 EasyPass	121
Satellite Affordable Housing Associates (SAHA) EasyPass	197
Skylyne at Temescal EasyPass	100
Stanford EasyPass	9,099
Stanford Research Park EasyPass	267
Stevenson Terrace EasyPass	100
UC Berkeley Student EasyPass	40,000
URSA EasyPass	50

Program Revenue FY20-FY21



Ridership Details

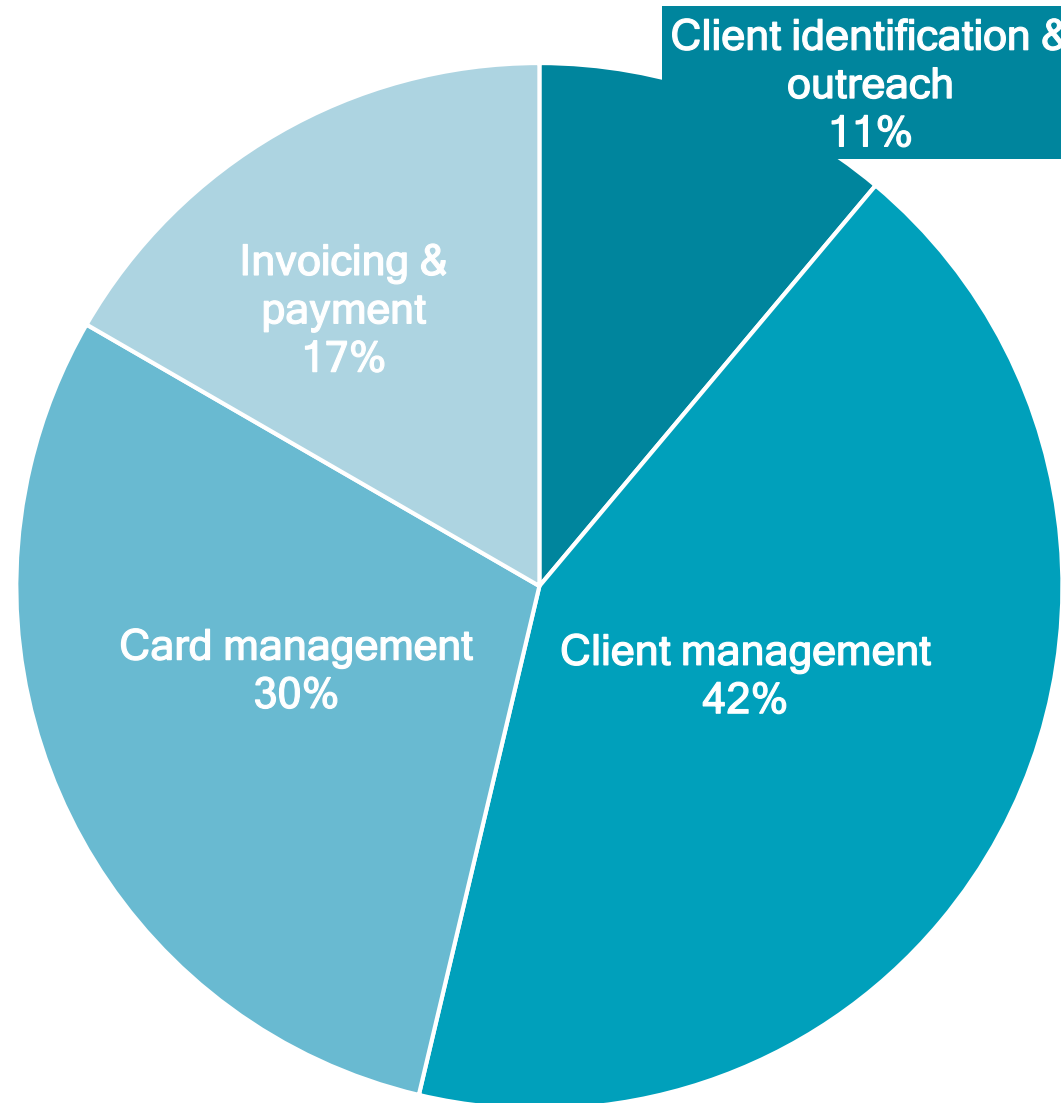


Program Management Details

- Four distinct areas of EasyPass program management:
 - Client identification and outreach (Lead generation)
 - Client management (Administration)
 - Card management (Administration)
 - Invoicing and payment (Administration)

Note: Two additional temporary staff members partially allocated to EasyPass were not renewed after temporary staff reductions were implemented.

Program Management Time Allocation



Program Management Updates

As the program continues to grow, the EasyPass team is working on program adjustments to accommodate new clients including:

- Opportunities to better leverage staff and partners to promote program
- Training other team members on pricing and contract creation
- Procuring customized software to assist with program management
- Implementing efficiencies in client signup and agreement process

Current Expansion Efforts

Client Growth

- Referrals
- Mitigation efforts
- Relationships with city governments
- Maintaining high level of client retention

Usage Expansion for Current Clients

These efforts focus on education and converting participants to users.

- Creation and distribution of user guides and other customized digital and printed materials
- Training on program processes for new clients
- Hosting and participating in events for current participants or potential clients

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:

Promotional Flyers


Residents!

RIDE FREE

with **EasyPass**

Your passport to the Bay Area!

Travel free on AC Transit buses anywhere—anytime. Get yours from the Management Office.



Farmers' Market

San Francisco

Lake Merritt

Fox Theatre

Berkeley Marina

Play Transit Trivia, Plinko, and spin the Raffle Wheel for cool prizes

Sign the "Please and Thank You" Banner


GET GOING!

2019 Outdoor Forum

At the AC Transit Bus on Dwinelle Plaza
Wednesday, April 10th, 2019
Drop by, 9:30 a.m. to 2 p.m.


Strike a pose at the Selfie Station

Weigh in on your Student EasyPass



AC Transit
EasyPass
Get Going • Start Saving

Own your ride. Meet with AC Transit, UC Berkeley Parking & Transportation and your Class Pass Committee.



Options for Further Expansion

Limit Program Customization

Explore options to limit or remove:

- Materials, program, and training customization
- Pass customization

Explore options to introduce:

- Streamlined participant enrollment process

Considerations

- Allows growth across all client categories
- 100% of current clients require some level of program customization
- May limit ability to prevent fraud

Questions?

AC TRANSIT

EasyPass

Get Going • Start Saving