# AC TRANSIT

# **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

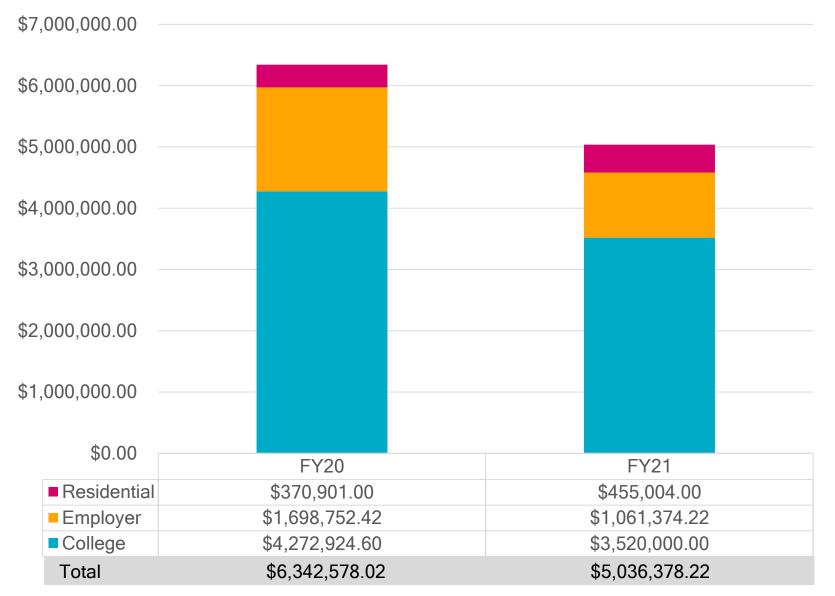
LTS	Number of Program Participants				
	100-500	501-1,000	1,001-5,000	5,001-10,000	10,001+
1 •					
2					
3					
4					

## **Current Client List**

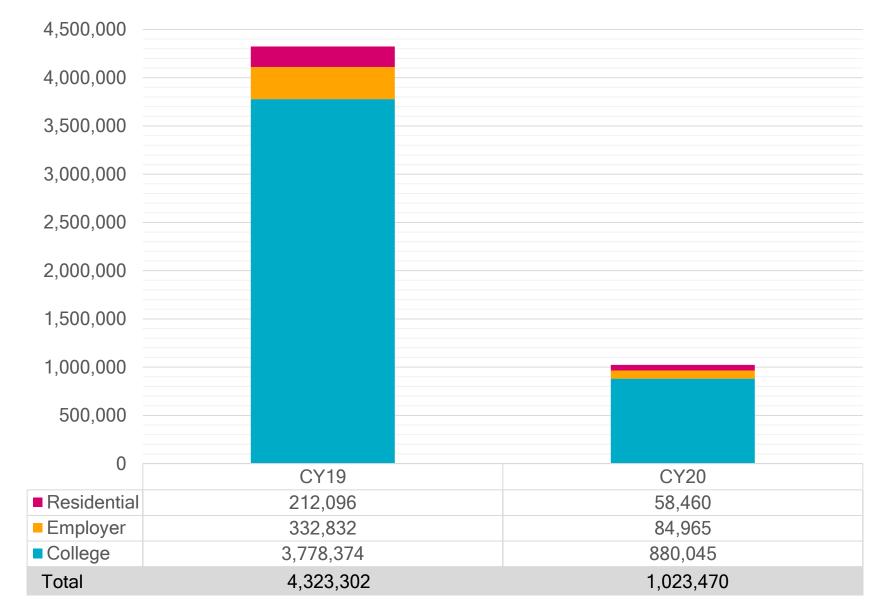
EasyPass Program Name	Participant Pool
3900 Adeline EasyPass	102
Alameda Housing Authority (AHA) EasyPass	100
Alameda Transportation Management Association EasyPass (ATMA)	1459
Alta Mira EasyPass	152
Aquatic 3 EasyPass	153
Ashland Place EasyPass	100
The Broadway EasyPass	250
City of Berkeley EasyPass	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**

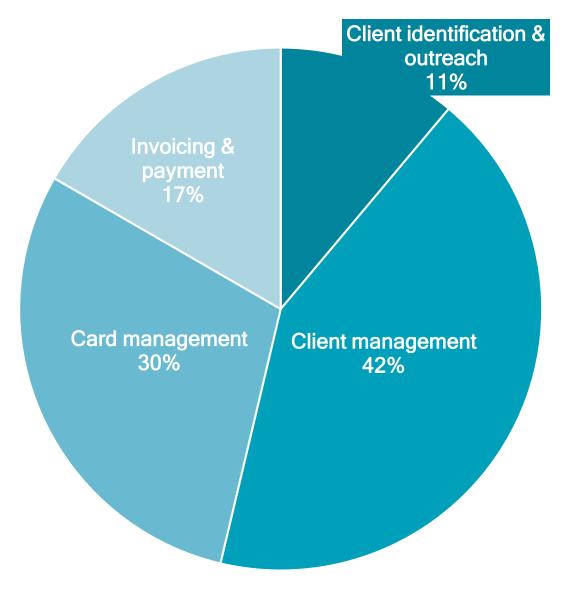


## **Program Management Details**

- 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

## UC Berkeley EasyPass

## Student User Guide



#### **Congrats!** You have an EasyPass!

UC Berkeley and ACTransit are pleased to offer you the AC Transit EasyPass program for students. Please keep this Guide for future reference. Your Pass provides unlimited travel on all AC Transit service-both local and transbay. It's the best way to get to and from campus and to much of the Bay Area.

#### USING YOUR PASS

Your EasyPass is on a Clipper<sup>®</sup> fare card. Don't forget to contact Clipper Customer Services, (877) 878-8883, or clippercard.com, to register your Card prior to first use." Each time you board AC Transit, simply "tag" your Card on the Clipper card reader. The "beep" indicates the reader has recognized your Pass. Three beeps indicate your Card

Register your Card to protect funds or products added onto your EasyPass; value on unregistered cards cannot be reimbursed if your card is lost or stolen.

#### HELP WITH YOUR CARD Replacing Lost, Stolen, Damaged, or Defective Cards

has been misread by the

reader. Try again. If the

PASS VALIDITY

through the summer.

Card still doesn't work, it

might be damaged or defective

CLIPPED

(see the "Help with Your Card" section of this Guide).

While you'll want to use EasyPass whenever you ride

full-fare value. If you are eligible for discounted fare

use these discounts with other transit agencies, you'll

need to add value on a discount-eligible Clipper card

card to use on other agencies by contacting Clipper.

As long as you are an eligible UC Berkley student, your

EasyPass will be automatically renewed on your Card

each semester-one week before until one week after

the start of the Fall and Spring semesters. Plus, Passes

for students enrolled for the Spring semester are valid

If you are no longer eligible for an EasyPass, you can still

use your Clipper card-just add value or other fare media.

The Pass will be deactivated from your card, however.

instead of your EasyPass card. Get your discount Clipper

For all EasyPass Card replacements (except damaged): Call Clipper immediately to block your old Card:

Clipper Customer Services: (877) 878-8883 or dippercard.com

#### For simple EasyPass Card replacement:

Go to UC Berkeley's Parking & Transportation Office (P&T): 1995 University Avenue, Ste. 110 Monday - Friday, 7:30 a.m. - 4:00 p.m.

P&T will make you a new card on the spot. There is a \$25 Fee for replacing a lost or stolen EasyPass. The Fee may be waived for stolen cards by submitting a police report.

Be sure to register your new EasyPass card with Clipper at dippercard.com.

#### Replacing Cards with Added Value

For Cards with EasyPass and Cash: After getting your replacement Card from P&T, call Clipper to transfer funds from your old Card to your new EasyPass Card. There is a \$5 Balance Transfer Fee payable to Clipper.

#### ACTransit, your EasyPass Clipper Card only loads adult, For Cards with EasyPass and other agency products.\* Go to P&T immediately to request a replacement EasyPass (senior, person with a disability, or youth) and want to

Card if you have other agency products (and funds) to transfer from your old Card to a new one. Pay the \$25 fee to UC Berkeley P&T unless you have a police report for a stolen Pass.

Now call Clipper to transfer all your other transit agency products and funds to a separate Clipper card (without EasyPass}. You won't receive your newly-loaded, regular Clipper card immediately. Clipper will charge the

\* Product fares from other transit agencies (not AC Transit), such as BART's High-Value Discount Ticket, a Muni, WestCat or VTA Pass that can be loaded onto your Clipper card.

## **User Guide**

#### AC TRANSIT EASYPASS RULES

Your Pass allows you to ride on any AC Transit bus servicelocal or transbay. However, there are a few rules:

- Do not sell or share your Pass! The Pass is valid only for the person identified on your Clipper Card.
- + The Pass is not transferable or refundable and will be revoked if used by anyone else.
- The Pass must be validated for each trip by tagging the card reader each time you board the bus.
- Your Card must be presented to ACTransit personnel. for inspection upon request. AC Transit personnel have the right to confiscate your Clipper Card if they feel the Pass is being used fraudulently.

A fine of up to \$250 (and/or community service) can be imposed for the misuse of your Pass with the intent to evade the payment of fares (California Penal Code 640). UC Berkeley's Center for Student Conduct and Community Standards may take additional disciplinary action.

#### **CONTACT US**

For questions about your Pass, contact the UC Berkeley Parking and Transportation Office: 1995 University Avenue, Ste. 110. Berkeley, CA 94720: 7:30 a.m. - 4:00 p.m., Monday - Friday Phone: (510) 643-7701 Email: prktrans@berkelev.edu Web site: pt.berkeley.edu/easypass-students

clippercard.com Phone: (877) 878-8883

actransit.org Maps & Schedules: actransit.org/maps Trip Planning: actransit.org (dick "Trip Planner") Real-Time Departure Information: actransit.org/actrealtime EasyPass Info: actransit.org/easypass

actransit.org/feedback Phone: (510) 891-4777 or call 511 (and say, "ACTransit") Hearing and Speaking Impaired TDD: (800) 448-9790 Lost & Found: (510) 891-4706 Accessible Services: (510) 891-7261

(510) 891-5470 / Free language assistance / Asistencia gratuita en ei klioma / 先教育自然助 / Libreng tulong para sa wita / Hồ trợ giúp thông dịch milin phí/무료 안이 지원/피바로 배백 광명리리/ / مساحدة تقرية مجلية/無料の言語支援/ زياد سے حمل مدن بعد: Assistancia linguagem livre / UMILINMANGE AMILS / Беслитии повоць переводчика / ภายม่อยเติดภาพนั่งแห่ง / મણત લાખા કીસ સફારાતા / Assistance linguistique gratulte / مقت أسالي معاركت



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BART

· Retail

## **Site Coordinator Reference Guide**



#### **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.

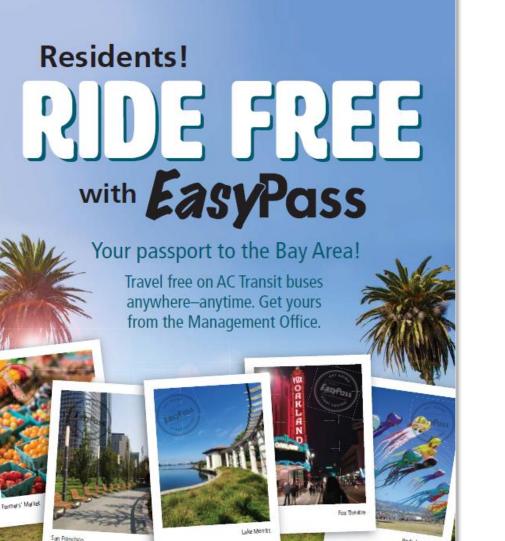
EasyPass programs also provide a transportation lifeline to underserved communities allowing Pass holders to reach essential social and medical services as well as travel to school, work and shopping areas.

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

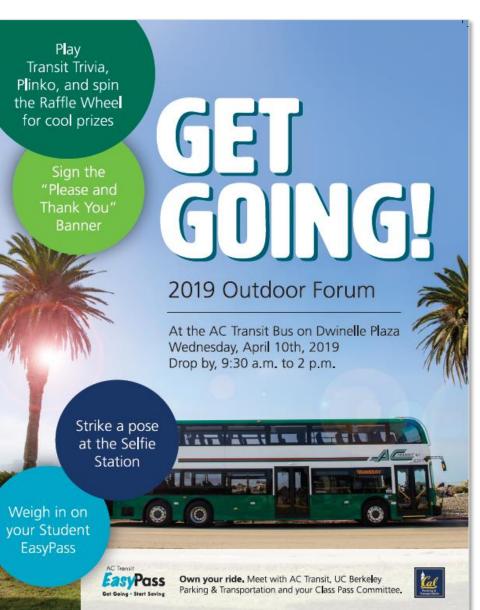
What types of EasyPass programs are there?

There are three types of EasyPass programs:

## **Promotional Flyers**



Berkeley Marina



# **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



# AC TRANSIT **EASTPOSS** Get Going • Start Saving