



# ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

## Master Minute Order

File Number: 21-106

Report ID: 21-106

Type: Regular - Finance & Audit

Status: Received

Agenda  
Section:

Meeting Body: Board of Directors -  
Regular Meeting

Report Created: 01/14/2021

Final Action: 02/24/2021

**ded Action:** Consider receiving a report on the best practices for accommodating unbanked and underbanked customers under electronic fare payment systems. [Requested by Director Shaw - 10/9/19]

Sponsors:

Enactment Date:

Attachments: STAFF REPORT

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	02/24/2021	Received				Pass
<b>Action Text:</b> MOTION: WILLIAMS/WALSH to receive a report on the best practices for accommodating unbanked and underbanked customers under electronic fare payment systems. The motion carried by the following vote:						
<b>Notes:</b> Senior Planner Nathan Landau presented the staff report.						
Director Walsh asked about efforts to get more people onto Clipper, saying that there may be more people who are willing to switch from cash to Clipper. She suggested more Clipper advertising on buses, having Tempo platform agents distribute information, and also giving away free Clipper cards. Acting Director of Marketing and Communications Nichele Laynes reported that the District partners with the Metropolitan Transportation Commission on their annual Clipper marketing campaign. Staff is also actively developing an umbrella fare marketing campaign. Director Walsh added that also an issue was that the people who have the least ability to pay, do not receive a discount, while Clipper customers receive a fare discount for using Clipper. Ms. Laynes further advised that staff is going to make a real effort going forward to target Clipper advertising to cash paying riders.						
Director Williams asked how Clipper card access has been impacted by the pandemic. Ms. Laynes advised that staff is not aware of any Clipper vendors who						

have stopped providing access to Clipper as a result of the pandemic. Part of staff's campaign will be look at vendors and ensure they are equipped to get more riders using Clipper.

Director Williams asked what the real barrier was for some people who choose not to use Clipper. Mr. Landau advised that some people are suspicious of electronic fare payment systems; however, this assumption needed to be validated.

Director Williams asked what the general manager thought of the suggestion offered by a member of the public to offset the fares of low-income riders with the savings created by the elimination cash fares. General Manager Michael Hursh advised that it was an interesting suggestion that required further study.

Director Peeples advised that he always carries Clipper cards and brochures and distributes them out on the bus and at events.

Director Beckles thanked staff for the report and shared concerns about impacts on impact low-income riders. She asked if it could be free to the poorest riders and for staff to study the feasibility of the proposal. Mr. Hursh advised that staff could look at it, noting that he was skeptical whether the savings from cash collection would be enough to pay for it.

Director Shaw commented that this was a first step and would like staff to identify next steps. She also wanted to know how many community-based organization the District is working with that may be able to administer the program. She also suggested a customer survey in this area.

**Public Comment:**

**Katherine Scott-Smith**, East Bay DSA, expressed approval of a cashless transit service and concern about riders without bank accounts being unable to ride the bus because they cannot reload a Clipper Card. This speaker presented a detailed report to the Board which would service the bus fare needs of the lowest income-impacted riders while managing District financial concerns and mitigating cash handling issues.

**John Minot**, East Bay Transit Riders Union, said care would be needed when moving toward a cash-free fare system because of the possible harm to the many riders of the transit system. This speaker said the implementation of a cash-free fare payment method should be implemented before it becomes necessary so activity studies could be reported back to the Board.

**Jimmy Le** commented in support cash-free fares if equal access to a Clipper card for all is implemented. This speaker said the District should provide fare assistance support for the most fare-disadvantaged riders of the system.

Ayes: 7 President Ortiz, Vice President Young, Director Walsh, Director Beckles,  
Director Williams, Director Shaw, Director Peeples

---



# **ALAMEDA-CONTRA COSTA TRANSIT DISTRICT**

## **Master Minute Order**

**File Number: 21-106**

---