



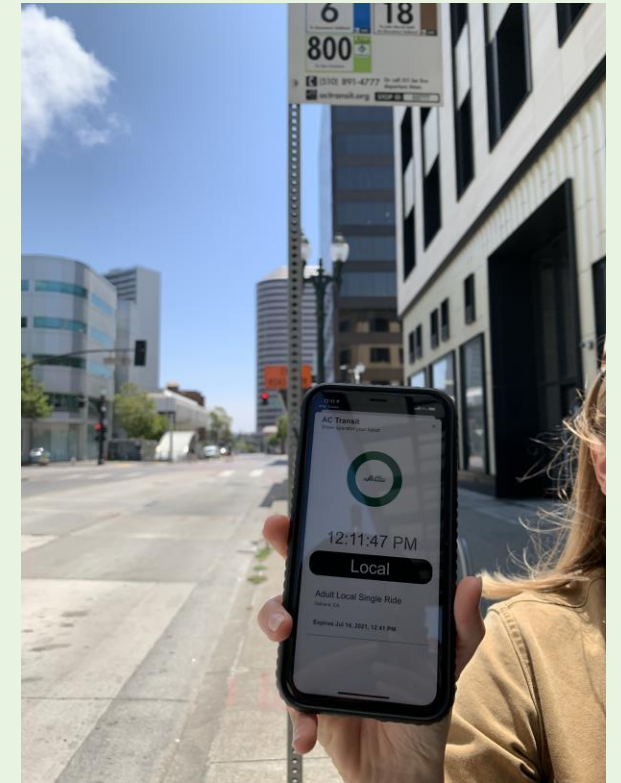
# Fare Communications

SR 21-268, Attachment 6

September 8, 2021

# Fare Policy

- Board Policy 333-Fare Policy Goals and Methodology
- A multi-departmental group of staff meets regularly to discuss fare policy and process issues.
- New products can also be suggested by management, Board members, or the public at any time – staff considers all viable options subject to management and Board direction.
- Fare payment has historically made up 13-15% of AC Transit's revenue and remains a core component of our operating revenues.



# Fare Types, Products & Methods of Payment

Fare Product Details

Fare Products	Available Fare Type	Can Use to Pay via	Discount Programs
Local Single Ride	Adult, Youth, Senior/Disabled	Cash, Clipper, Mobile	Clipper START, RTC
Local to Transbay Upgrade	Adult, Youth, Senior/Disabled	Cash, Clipper	RTC
Transbay Single Ride	Adult, Youth, Senior/Disabled	Cash, Clipper, Mobile	RTC
Day Pass	Adult, Youth, Senior/Disabled	Cash, Clipper, Mobile	Clipper START, RTC
7-day Pass	Adult, Youth, Senior/Disabled	Mobile	
31-day Local Pass	Adult, Youth	Clipper, Mobile (fare capping only)	
31-day Transbay Pass	Adult	Clipper, Mobile (fare capping only)	
Monthly Pass	Senior/Disabled	Clipper, Mobile (fare capping only)	RTC

- AC Transit offers Adult, Youth, and Senior/Disabled fares types.
- Youth and Senior/Disabled fares are provided at 50% of the Adult fare and in some cases require validation.
- These fare types are available through a variety of fare products and programs.

# Fare Types, Products & Methods of Payment

## Where to Purchase Fares

Cash	Clipper	Mobile
On buses	Clipper Customer Service Center	AC Transit Official App
Tempo TVM	Clipper Retail Vendors	Transit app
Clipper Customer Service Center	Clipper Vending Machines	Token Transit app
	Clipper Customer Support (phone)	Moovit app
	Clipper website	Google Maps
	Clipper Mobile	

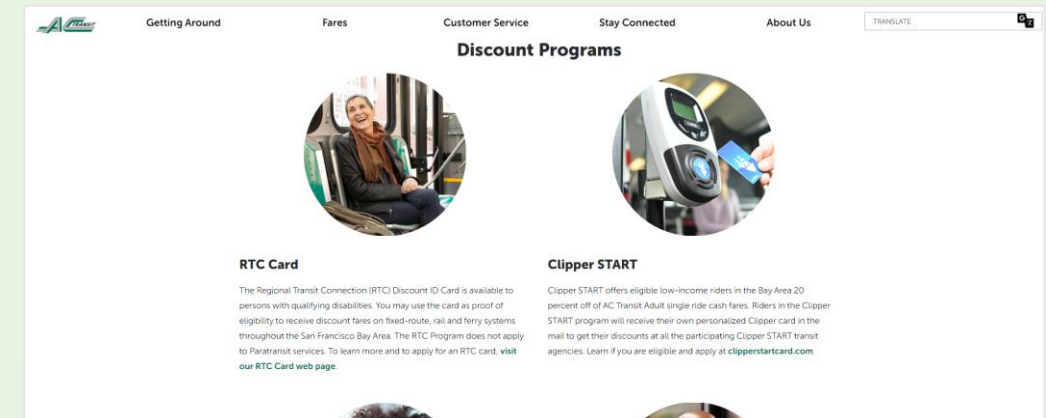
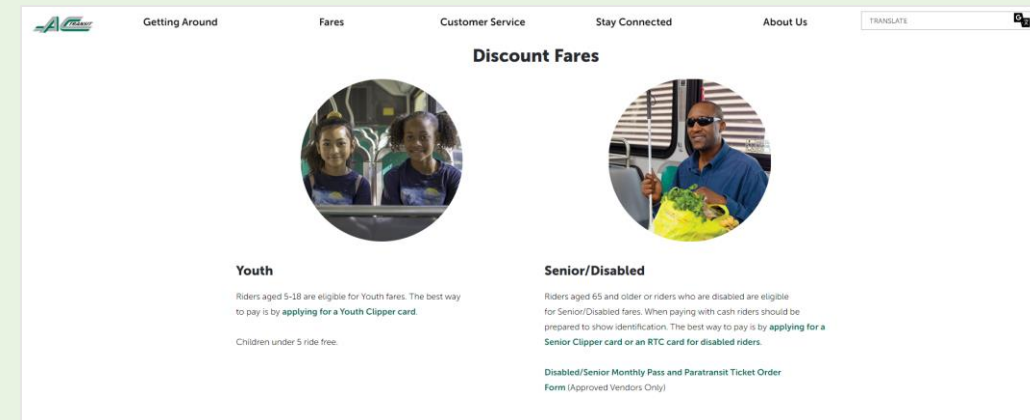
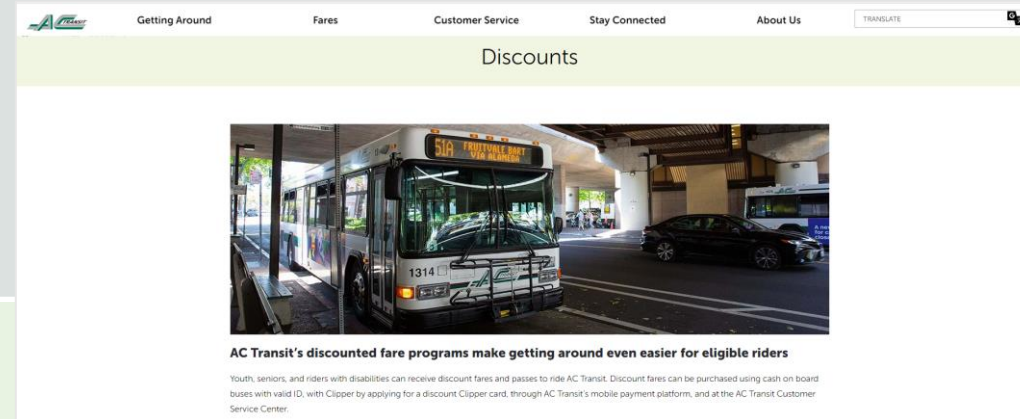
- Riders can purchase passes or pay fare through three primary payment methods: cash, Clipper Card/Clipper mobile, and AC Transit's mobile payment platform.
- Clipper and AC Transit mobile fares are offered at a discount from cash fares to encourage adoption over cash.





# Special Passes & Programs

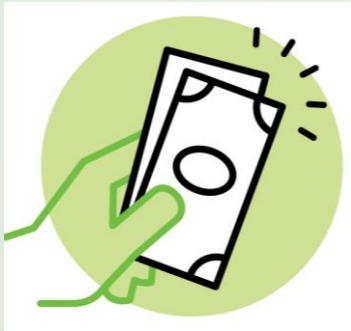
- AC Transit offers special fare programs provided on Clipper cards:
  - **AC Transit EasyPass** (institutional passes available to employers, residential communities, and colleges)
  - **Student Transit Pass Program** (collaboration with Alameda County Transportation Commission to provide passes to qualified low-income middle and high school students)
  - **Regional Transportation Connection (RTC) Discount ID Card** (obtainable by non-seniors with qualifying disabilities)
  - **Clipper START** (pilot program for discounted single-ride fares to low-income Adults)
  - **ACTransit.org/Discounts**



# Promoting New & Existing Fare Products

## Pay *Your* Way!

AC Transit offers many ways to pay, so catching the bus is easier than ever.



- Pay Your Way positions fares in easily understood breakdowns that clearly segment payment type and fare products so riders can find the best payment option for them.

AC Transit website screenshot showing the Fares section.

AC Transit offers many ways to pay for your ride so catching the bus is easier than ever. Choose to pay with cash, or go contactless with Clipper or your mobile device. Learn about fares, how to get a Clipper card, paying with your mobile device, and more.

Fare Type	Pay with Clipper Card/Clipper Mobile	Pay with AC Transit Mobile Fares	Pay with Cash
Local Single Ride	\$2.25	\$2.25	\$2.50
Transbay Single Ride	\$6	\$6	\$6
Local to Transbay Upgrade	\$3.75	--	\$3.50
Day Pass	\$5 (available as Pay-as-you-go-fare)	\$5 (available as Pay-as-you-go-fare)	\$5.50
7-day Pass	--	\$22.50 (available as Pay-as-you-go-fare)	--
31-day local pass	\$84.60	\$84.60 (available as Pay-as-you-go-fare)	--
31-day Transbay pass	\$216	--	--

-- Not available, read about Fare Types for more info. Fares effective January 1, 2020.

How to Pay

Riders have many choices when paying their fare on AC Transit. Fares can be paid on board with cash, but contactless payment is more efficient and reduces bus boarding times—getting riders to their destinations faster. Contactless fare payment options include Clipper, now available on your phone, and purchasing fare with mobile apps.

**Clipper**

Clipper is the Bay Area's all-in-one transit card and the preferred way to pay AC Transit fares. With Clipper, riders can load cash or passes onto their card and enjoy discounts on single ride fares and Day passes, as well as get

**Mobile**

AC Transit's mobile payment platform provides a convenient, contactless way to pay on the go. Buying fare with your mobile device is easy. Mobile payment is available in the AC Transit Official app and through a number of

**Cash**

All AC Transit bus service accepts cash payments. Exact change is required, and bus operators don't carry change or provide refunds. Passes on Clipper can be purchased with cash at the AC Transit Customer Service

# Promoting New & Existing Fare Products



- Pay Your Way Launched with new fares web pages and the contactless payment campaign.
- Contactless payment launched to coincide with the start of fare capping and discount fares going live on AC Transit's mobile payment platform.

NEW! Contactless Fare Payment Options

- Buy passes and pay fare with AC Transit Mobile Payment
- Pay fares on your favorite trip planning apps
- Get discounted fares for eligible riders
- Try Pay-as-you-go to activate fare capping on select passes

**Pay *Your* Way on AC Transit**  
More choices, easier than ever! [actransit.org/fares](https://actransit.org/fares)

Getting Around Fares Customer Service Stay Connected About Us

TRANSLATE

## Try Contactless Payment on AC Transit

Riders have many choices when paying their fare on AC Transit. Next time you ride, consider contactless payment! It's more efficient and reduces bus boarding time—getting riders to their destinations faster.

Contactless payment options include Clipper, now also available on your phone, and purchasing fare with mobile apps using AC Transit's mobile payment platform.

**Now, AC Transit has introduced even more contactless choices for riders.**

Pay AC Transit bus fares with your favorite trip planning apps	↑
Get Youth and Senior/Disabled fares for eligible riders	↑
Try fare capping with Pay-as-you-go fares	↑
Add funds and pay fare with Clipper mobile app	↑

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# Promoting New & Existing Fare Products

## Get back (to school) on AC Transit

Ready to say goodbye to Zoom and get back to school?  
AC Transit will get you there smoothly.



Before you hop on board, there are a few things you should know:

### Pay *Your* Way

with new contactless payment options



Dust off your Clipper Card to take advantage of Youth fares (50% off regular AC Transit Adult fare)

Add your Clipper Card to your Apple or Google Wallet to pay with your phone and manage your account with the Clipper app. Don't have a Clipper Card? It's not too late to apply. Learn more at [actransit.org/Clipper](https://actransit.org/Clipper).



Ditch cash and pay bus fare with your phone

AC Transit accepts mobile fare payment on several apps—Youth discounts included. Download the AC Transit Official app, Transit app, Moovit, or Google Maps to try it. Learn more at [actransit.org/contactless-payment](https://actransit.org/contactless-payment).

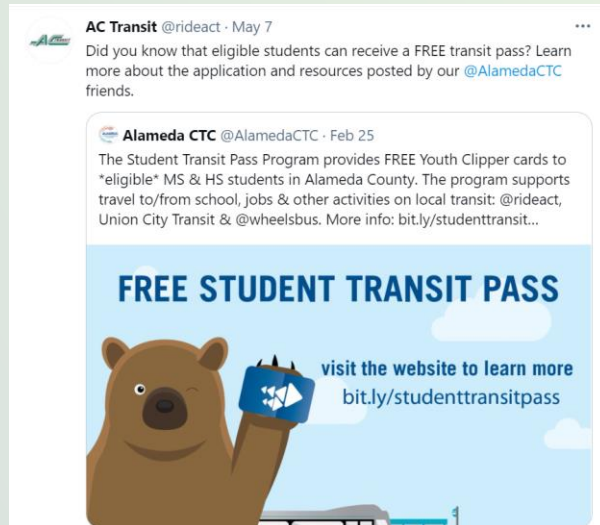
- Back to school outreach used “Pay Your Way” to alert students and parents to new contactless payment methods and remind them to apply for a Youth Clipper card.





# Clipper Communications



- As one of Clipper's founding transit agency partners, AC Transit has a long history of supporting MTC in jointly marketing Clipper products.
- Even with the launch of new AC Transit contactless payment options, Clipper remains AC Transit's preferred method of payment, and is included in all fare communication marketing campaigns.
- Clipper Card and Clipper mobile payment options, as well as discount programs available only on Clipper, will continue to be highlighted in future campaigns along with other non-Clipper fare products.



# Clipper Communications



Using Clipper® on AC Transit is a **SLAM DUNK!**

SEE WHY



Using Clipper® on AC Transit is a **SLAM DUNK!**



SEE WHY

**MADE FOR EVERYONE. ACCEPTED EVERYWHERE.**



No matter who you are or how you ride, using Clipper is better than using cash. Join a million transit riders by getting your Clipper card at participating Walgreens, Whole Foods Market stores, or ClipperforAll.com.

**適用於每個人，隨處皆通用。**

No matter who you are or how you ride, using Clipper is better than using cash. Join a million transit riders by getting your Clipper card at participating Walgreens, Whole Foods Market stores, or ClipperforAll.com.

**生鮮食品公司 \$10 元禮券**

物氣善母席非金傘  
入樓李壽終正鐸飛  
先如則神香火鍋氣  
井繼既反口脫方塊  
底急閃往瑞沛興梯  
之因逢年不手未來  
蛙席諸節意究丈夫

**本月電影王打星**

9 8 7 6 5 4 3 2 1  
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**AC Transit 誠邀您參加 "公交話談"**

加入我們，透過 Zoom 了解最新的巴士服務和項目。  
所有會議：晚上 6:00 至 7:30

4/24/21 Alameda  
4/29/21 Hayward / S. Alameda Co.  
5/8/21 Oakland / San Leandro  
5/19/21 Northern Alameda Co.  
5/26/21 Fremont / Newark  
5/27/21 West Contra Costa Co.

參加會議請至詳情：  
800-877-8278  
actransit.org/talks

**用 Clipper START 開始省錢**

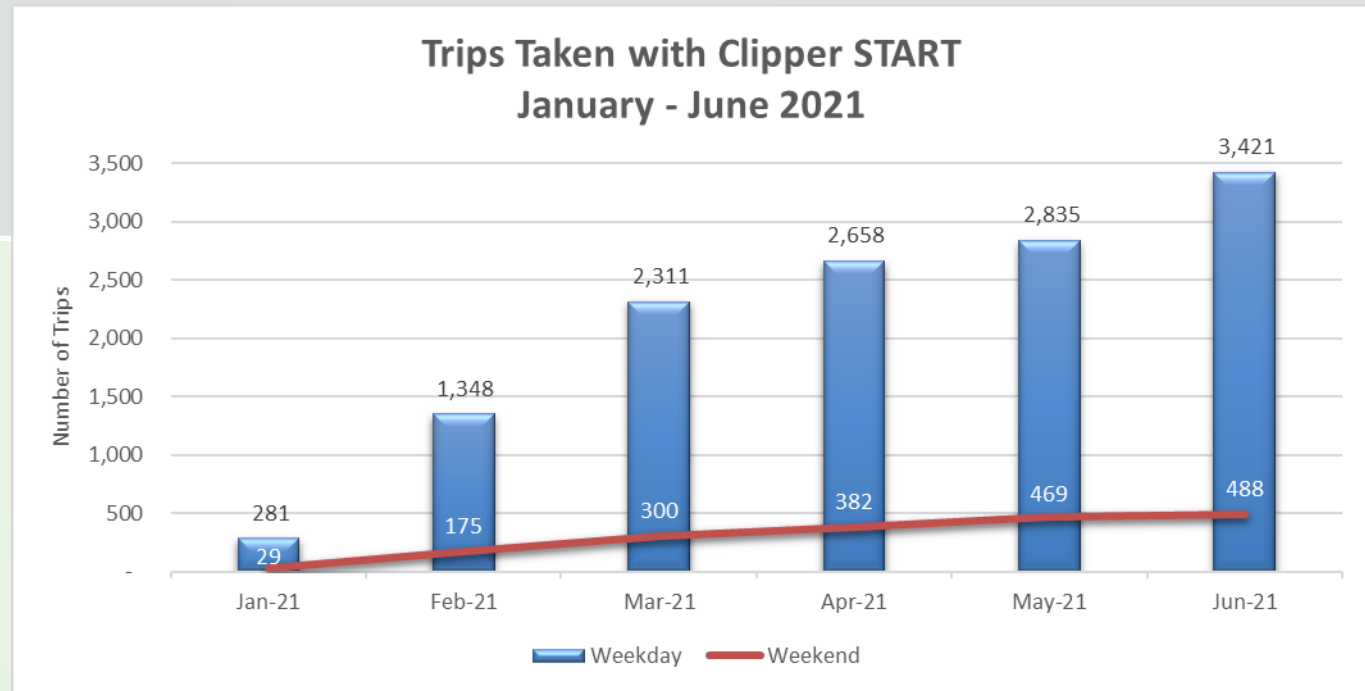
AC Transit 為您提供：

- 八折優惠 AC Transit
- 八折優惠 BART
- 半價優惠 San Francisco Bay Ferry
- 還有更多！

請立即前往 [clipperstartcard.com](http://clipperstartcard.com) ！START▶▶



# Clipper START

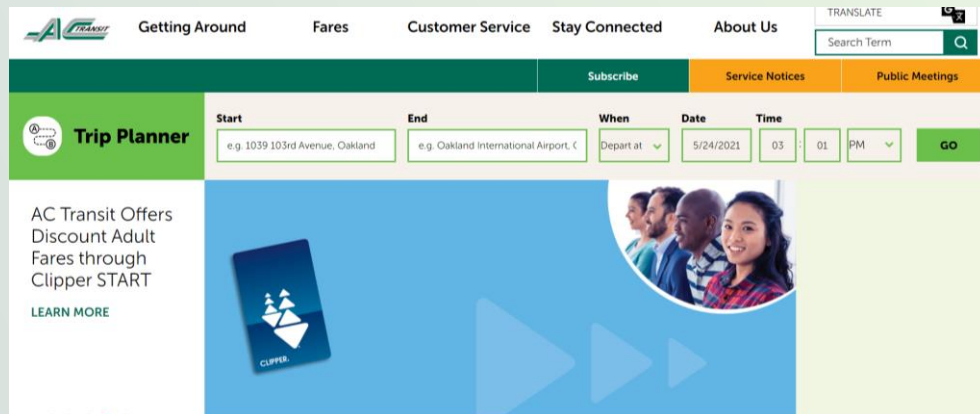


- AC Transit joined the Clipper START program in January 2021 with 20% off Adult single rides and Day Passes for eligible riders.
- To date, Clipper START tags on AC Transit have steadily increased since we joined the program.
- 14,697 trips were made using Clipper START since the District's participation and this continues to trend upwards.
- In the first half of calendar year 2021, 9,525 applications were submitted and 8,589 approved.
- More than 50% of applicants identify as female and most as Asian, although there was an increase in Hispanic or Latino/a/x and decrease in Asian applicants in 3rd Quarter.



# Clipper START Marketing – March to July 2021

- Marketing Tactics included multilingual bus exterior ads, ad cards, eNews, homepage web presence, and social media.
- Paid media included radio ads and targeted digital ads, garnering more than 300,000 impressions and 700 clicks.
- Paid marketing in Chinese included print ads, radio ads, web banners and e-newsletters
- Paid Spanish-language ads included targeted display and social media ad campaign receiving more than 250,000 impressions.



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# Thank you

- [actransit.org](https://actransit.org)
- 510-891-4777
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