

To: Board of Directors

Date: June 11, 2014

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

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**Subject: Creation of a CoCo Pass**

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**Summary:**

The concept of creating a bulk purchase annual pass – the CoCo Pass - has been reviewed by Board members over the past several months. In April the Board reviewed the A&F Committee recommendation to create a CoCo pass program whereby employers, neighborhood associations, and residential developments could purchase bulk volume of an annual pass for their employees or residents. The Committee recommended that the program be started with up to three entities and that there be a minimum purchase of 50 passes at a price of \$140 each. In addition, the method to measure whether the program is revenue neutral was determined. At the end of a year the volume of trips taken and revenue received from the program will be used to determine the average fare per trip. If the average fare per trip is consistent with the monthly pass program, then the program would be determined to be revenue neutral. If not, then changes to the price would be made. To address fraudulent use of the pass, the program has been designed so that passes have a photo ID on them.

In April the Board confirmed their interest in the program as designed by the A&F committee and directed staff to conduct the public hearing as required for any fare changes. Only two comments were received; one person supported the program as drafted and one wanted everyone to be able to buy an annual pass for \$140 no matter how many passes were purchased.

**Recommendation:**

The Administration and Budget Committee recommends that the Board adopt Resolution #2014-022 authorizing the implementation of a CoCo Pass program. The program will entail execution of up to three contracts for a minimum volume of 50 passes at a rate of \$140 per pass. The program will be conducted for a one year demonstration period and six months after the first contract is executed a Title VI report will be developed for the Board based on a survey of pass recipients.

**RESOLUTION NO. 2014-022**

**BOARD OF DIRECTORS CENTRAL CONTRA COSTA TRANSIT AUTHORITY  
STATE OF CALIFORNIA**

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**APPROVING IMPLEMENTATION OF PILOT COCO PASS PROGRAM**

**WHEREAS**, the County of Contra Costa and the Cities of Clayton, Concord, the Town of Danville, Lafayette, Martinez, the Town of Moraga, Orinda, Pleasant Hill, San Ramon and Walnut Creek (hereinafter "Member Jurisdictions") have formed the Central Contra Costa Transit Authority ("CCCTA"), a joint exercise of powers agency created under California Government Code Section 6500 *et seq.*, for the joint exercise of certain powers to provide coordinated and integrated public transportation services within the area of its Member Jurisdictions; and

**WHEREAS**, many transit agencies, including several agencies in the Bay Area, offer bulk discount transit passes to participating employers, developers, and neighborhoods, which passes have the potential to increase public transit ridership and revenue; and

**WHEREAS**, staff has developed a new pilot discount transit pass program ("CoCo Pass Pilot Program"), which will allow three participating organizations to purchase County Connection CoCo Passes, which will be valid for a one-year pilot period, for use on County Connection's buses; and

**WHEREAS**, during the CoCo Pass Pilot Program, the participating organizations will pay County Connection \$140 per CoCo Pass, for the calendar year, which will allow the holder to use the CoCo Pass as valid fare on County Connection twenty-four hours a day, seven days a week; and

**WHEREAS**, staff anticipates that the CoCo Pass Pilot Program will be revenue neutral during the one-year pilot period; and

**WHEREAS**, staff will develop documentation and practices to be implemented by participating organizations to guard against fraud during the CoCo Pass Pilot Program; and

**WHEREAS**, staff conducted a public hearing on the proposed annual pass price of \$140, and the Board has considered input received; and

**WHEREAS**, after six months of implementation of the first contract, staff will report on the program's progress, including revenue impacts, and will provide a Title VI analysis to be developed through ridership surveys and other data collection, for the Board's consideration; and

**WHEREAS**, the Administration and Finance Committee recommends the Board approve the implementation of a CoCo Pass Pilot Program, in which CoCo Passes would be provided to a test group of three (3) organizations, each of which would purchase a minimum of fifty (50) CoCo Passes at a cost of \$140 per year for each CoCo Pass.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Directors of the Central Contra Costa Transit Authority hereby approves the implementation of an CoCo Pass Pilot Program, as described above, for a period of one year, and establishes the price for the annual pass at \$140, with the understanding that staff will provide a report to the Board on the program's progress within six months of implementation of a contract.

Regularly passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_ 2014, by the following vote.

AYES:

NOES:

ABSTENTIONS:

ABSENT:

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Bob Simmons, Chair, Board of Directors

ATTEST:

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Lathina Hill, Clerk to the Board