

To: Marketing, Planning & Legislative Committee

Date: 11/27/2018

From: Melody Reeb, Manager of Planning

Reviewed by: WC.

SUBJECT: Service Change and Clipper Card Outreach Plan

Background:

Staff will be presenting finalized service and fare change proposals to the Board for consideration this winter. If approved, the changes would take effect in March 2019. During the months leading up to the change, staff plans to conduct extensive outreach to notify riders of the upcoming changes.

The service change proposal would affect most County Connection routes. This means that all printed passenger information, including schedule brochures and maps, will need to be updated. Given the breadth of the changes, staff will be taking this opportunity to update the design of the materials as well. The new design will also help serve as a visual indicator to passengers that changes are being made.

The current fare change proposal aims to increase Clipper usage by providing a number of incentives. This includes discounts of \$0.50 for local routes and \$0.25 for express routes off of the proposed cash fare of \$2.50. Paper transfers and BART transfer tickets will be eliminated, and transfer discounts will only be available through Clipper. All paper passes, including monthly passes and punch passes, will be eliminated as well. Riders using monthly paper passes will need to transition to using the 31-day pass that is currently available on Clipper.

Outreach Plan:

Staff plans to conduct outreach at numerous different locations this winter, including at BART stations, DVC, community events, senior centers, and onboard vehicles. At these events, staff will inform passengers about the upcoming service and fare changes by distributing the updated printed materials, as well as promotional Clipper cards. Staff will be available to answer questions, provide trip planning assistance, and accept applications for Senior and Youth Clipper cards. The agency's website and social media channels will also be used to publicize the changes and maximize engagement at outreach events. In addition,

interior bus cards announcing the changes will be posted on vehicles and will direct passengers on how to get more information.

The Day Pass that is currently available on Clipper, in addition to the potential new discounts under a new fare structure, provides a good opportunity to promote adoption of the fare payment card and ensure that passengers are educated on how to use the system prior to the fare changes taking effect. Staff has been working with MTC on a promotional Clipper card featuring County Connection branding. Staff has ordered 1,000 of these cards and will be preloading each card with \$3.75, which is the cost of a Day Pass.

Recommendation:

This item is for information only and will be shared with the Board at the upcoming Board meeting. MP&L Committee members may have additional recommendations for staff to incorporate in the outreach efforts.

Financial Implications:

All costs associated with this outreach are included in the FY 2019 promotions budget.