

PROGRAM INFORMATION

AC Transit **EasyPass** for Colleges



What Is the AC Transit EasyPass Program for Colleges?

The AC Transit EasyPass program provides discounted bus passes, valid at any time on all AC Transit local and transbay buses, to colleges with 100 or more students. Similar programs are available for employers¹ and residential communities.

Why EasyPass?

The AC Transit EasyPass program is great for your campus community, the environment, and your bottom line. Enabling students to use the bus instead of driving alone is one of the most effective ways to



reduce their carbon footprint and help make the campus and the world a little greener. Students using an EasyPass reduce parking demands, alleviate traffic congestion, and save money on transportation costs.

The biggest benefit to having an EasyPass program for your students is the awesome discount. When compared to buying fares at full price, a college EasyPass program will realize big savings for students – about \$1,650 a year. For most colleges, the **annual** price for a student EasyPass is less than the **monthly** price of a regular pass with equal service!²

EasyPass is a great way to introduce students to public transit. Students don't even have to ride the bus every day to see the benefits. When compared to driving, a student can save thousands of dollars a year, freeing up more money to spend for books, tuition, or anything else.³

The program is easy to start and to administer. Once signatures are complete for the EasyPass proposal and agreement, AC Transit will create the EasyPass cards and work with the college to develop a process for distributing the passes to participants. EasyPass comes with basic marketing, reporting, and survey services, so colleges can assess how the program is working.

How Does EasyPass Work?

EasyPass is loaded onto a Clipper® card, the regional transit fare card, with the student's name and photo on the back. EasyPass participants simply "tag" the card on the reader at the front of the bus each time they board. The Clipper card is convenient and can also be used on BART, Caltrain, Golden Gate Transit and Ferries, Muni, SamTrans, and Santa Clara VTA when the student loads cash value or other agency fare media to the card. If a student leaves the EasyPass program, AC Transit deactivates the EasyPass from the card, but the student can continue to use the Clipper card by loading value to pay for transit fare.



- 1 For college faculty and staff, see the AC Transit EasyPass for Employers brochure.
- 2 An adult transbay pass provides the same access as EasyPass – all AC Transit lines, local and transbay – but costs \$151.20 per month.
- 3 American Public Transportation Association, Public Transportation Takes Us There, "Transit Savings Report," October 13, 2011; www.publictransportation.org.

AC Transit EasyPass Pricing Matrix for Colleges

Level of Transit Service	Number of Program Participants (Annual Price Per Participant)				
	100-500	501-1,000	1,001-5,000	5,001-10,000	10,001+
1	\$163	\$139	\$117	\$92	\$69
2	\$146	\$126	\$105	\$86	\$65
3	\$126	\$110	\$93	\$78	\$61
4	\$109	\$95	\$84	\$71	\$58



How Do We Get Started?

Visit our Web site at www.actransit.org/easypass and click on **Colleges** for more details. Then call **(510) 891-5444** or email easypassinfo@actransit.org to get answers to your questions, or to request a meeting with the EasyPass team.

How Is EasyPass Pricing Calculated?

The program is established for a defined population pool—for example, “all full-time students,” or “all undergraduate students.” Colleges must provide passes for all students in the defined pool regardless of current or anticipated pass usage. The EasyPass is not refundable or transferable to anyone else. EasyPass pricing factors in the size of the student population pool; the level of AC Transit service offered to the college; and some pass production and program management costs.

The college pays an annual per-participant price based on the pricing matrix shown in this brochure. Colleges can choose to subsidize the entire cost, a portion of the cost, or pass the cost on to all students through student fees. If the college chooses to assess student fees to cover the cost of the program, a student referendum may need to be held before the program begins. The college is responsible for making all payments due to AC Transit.

From Richmond to Fremont, and all communities in between, AC Transit runs 24 hours a day serving over 62 million passengers a year. With 113 bus lines (27 traveling to San Francisco, San Mateo, and Palo Alto) and more than 5,700 bus stops, AC Transit gets people where they need to go.



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