



Transportation Committee

March 27, 2014

Connect Card Marketing and Outreach Update

Issue: What is the status of Connect Card marketing and outreach efforts?

Recommendation: This item is for information only.

Discussion: The Connect Card project is in the implementation phase, and marketing and outreach efforts are underway. The outreach strategy involves a multi-pronged approach, including the following components:

- *Demonstration Bus*—The Connect Card project has installed hardware supporting the system inside a Regional Transit bus in order to provide a one-stop shop for customer training, outreach, and sales, as well as employee training. If anyone would like to schedule the demo bus, please contact Connie Garcia Weinhardt at cgarcia@sacrt.com.
- *Pilot Test*—The project is beginning a pilot test in April with outreach to customers and internal testing, and customer pilot testing of the system on Regional Transit and e-tran in May.
- *Employers*—Project staff is working with Regional Transit to develop policies and protocols for employees receiving transit benefits to transition from paper passes and tickets to the Connect Card.
- *Social Media*—The Connect Card project is launching on Facebook and twitter to begin sharing information about the project.
- *Connect Card Is Coming*—A system-wide campaign will begin this spring, focused on informing and engaging customers on the upcoming transition from paper passes and tickets to the new transit smart card.
- *Connect Card Is Here*—A new campaign will begin when each agency rolls out the Connect Card, focused on transitioning customers to the new fare payment system.

Please visit the Connect Card Demonstration Bus at SACOG on Thursday, April 3, from 9 a.m. to 1 p.m.

Approved by:

Mike McKeever
Chief Executive Officer

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Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276
Robert McCrary, Team Manager of Connect Card, (916) 340-6228
Lacey Symons-Holtzen, Team Coordinator of Connect Card, (916) 340-6212