



Bicycle & Pedestrian Advisory Committee

April 17, 2014

Connect Card Update

Issue: What is the status of implementing the Connect Card in the Sacramento region?

Recommendation: None, for discussion only.

Discussion: The Connect Card project is in the implementation phase. For the most up-to-date information, please visit ConnectTransitCard.com

Marketing & Outreach

The marketing and outreach strategy is underway, using a multi-pronged approach:

- *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.
- *Community Outreach*—Project staff and the demo bus are available for outreach with community groups, and at community events.
- *Employers/Schools*—Project staff is working with Regional Transit to develop policies and protocols for employees/students 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. Please “Like” the Connect Transit Card on Facebook and follow us at twitter.com/Connect_Card.
- *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.

Testing

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.

Equipment

Bus Connect Card Readers are installed on the largest five transit agencies, and in progress at the remaining three transit agencies. Light Rail Connect Card Readers have been installed at select light rail stations, with all stations in varying stages of engineering and construction.

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