



2021 Go Pass Donation Program Update

May 24, 2021

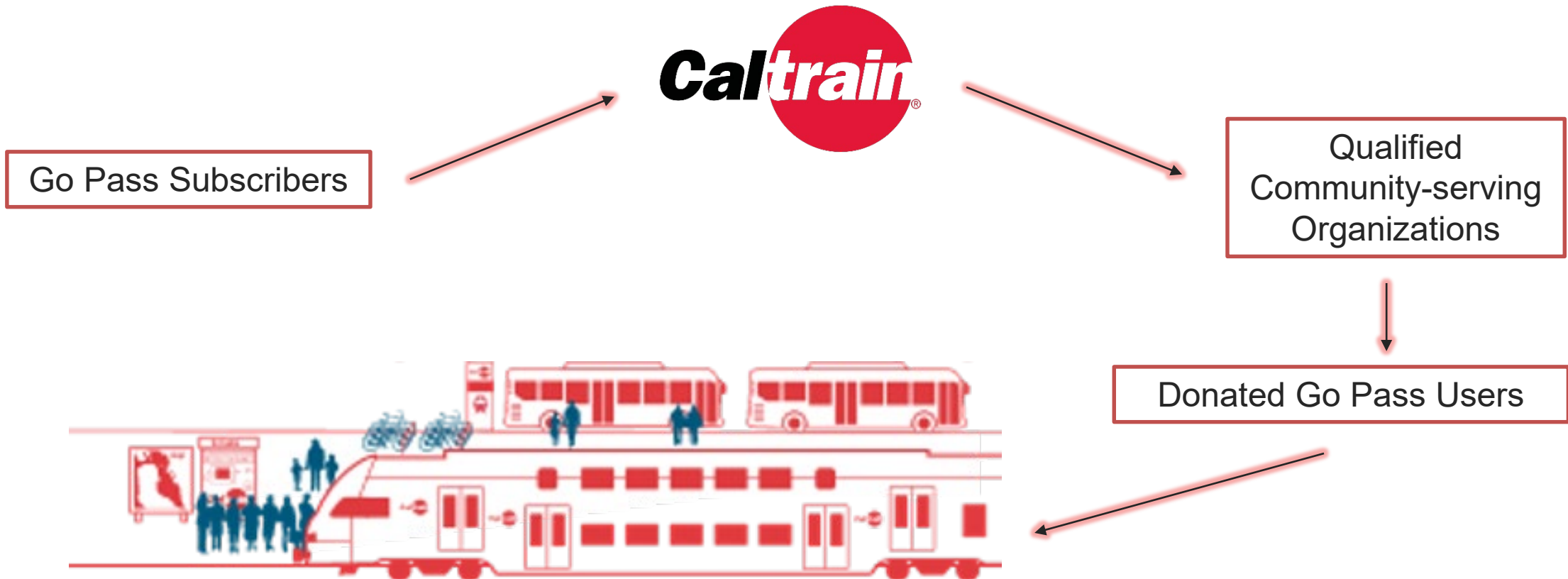
2021 Go Pass Program Overview

- The Donation Program is part of a larger package of limited time offerings for Go Pass subscribers in 2021 & 2022, including:
 - A 25% reduction to the price of the 2021 Go Pass.
 - Benefit to 2021 subscribers of locking in an additional significant discount off 2022 rates.
 - Allowing participants an opportunity to offer unused passes purchased for full-time employees to on-site part-time and contract workers.
 - **Allowing companies to donate unused passes to a network of qualified community-serving organizations (the Go Pass Donation Program).**

Go Pass Donation Program Goals

- Expand and maximize overall access to the Caltrain system.
- Advance equity goals and begin building a more diverse market
- Retain current relationships and develop new relationships with corridor communities and community-serving organizations, including qualified non-profits and public agencies.
- Preserve as much Caltrain Go Pass participation as possible for 2021 and 2022.

Proposed Donation Program Structure



Key Roles

- **Caltrain**
 - Manage the collection, organization, and distribution of donated passes. Clipper cards will be used as proof-of-payment.
 - Distribute donated passes to community-serving organizations in bulk. Recipient organizations will distribute passes to individual users.
- **Go Pass Subscribers**
 - Donate unused passes at their discretion.
 - Choose one or more donation recipients or let Caltrain choose on their behalf.
- **Community-serving Organizations**
 - Fill out an application and identify users to receive donated Go Passes.
 - Administer the program, including card activation, distribution, and tracking.
- **Users**
 - Take the survey, activate card, and ride the train!

Community-Serving Organizations Selection

- **Selection criteria**

- 501 (c3) non-profit or public entity that serves communities in the three counties served by Caltrain.
- Must demonstrate benefit/need of Go Pass to their constituents, including users who are low-income or have been underrepresented in Caltrain ridership.
- Must take on administrative responsibility to fulfill requirements of the program.

- **Application**

- Help eliminate bias in selection of organizations.
- Will ask for a description of service type, description of potential users and how they will benefit, demonstration of administrative capacity.

- **Input from Participants**

- Participating companies may nominate qualified organizations of their choosing to be a recipient of their donated passes or can defer to Caltrain to distribute.

Go Pass Participants

Benefits for Go Pass Participants:

- Potential tax write-off for donated passes.
- Name recognition in press releases and Board meetings.
- Ability to nominate qualified organizations to receive passes.
- Supporting the productive re-use of unused passes to those who may not have access to Caltrain otherwise.

Details for Joining the Program:

- Caltrain invites all 2021 Go Pass participants to join the Go Pass Donation Program.
- Participants that are interested in joining the Go Pass Donation Program or would like more information may reach out to Caltrain staff at b2b@caltrain.com.
- Any size donation of unused 2021 Go Passes is welcome and will be accepted through late fall 2021 (exact date TBD).

2021 Go Pass Program Overview

■ Phase 1 (Pilot Launch, Summer 2021)

- Pilot launch of the program will utilize 700 Go Pass passes donated by **Intuit**, using Clipper Cards donated by **MTC**.
- An initial group of qualified community-serving organizations across all three counties will be invited to participate in the pilot phase. Participating organizations will be asked to fill out a short application to confirm interest, need, and demonstration of ability to administer program on their end.
- Donated passes will be valid for use on Caltrain the 2021 calendar year.
- Goal of distributing donated passes to recipient organizations by summer 2021.

■ Phase 2 (Full Launch, January 2022)

- Phase 2 will be a full launch of the program, using any remaining donated passes received by the end of 2021. Staff anticipates additional donations toward end of calendar year.
- Phase 2 will aim to distribute passes in January 2022 and passes will be valid for the 2022 calendar year.
- Phase 2 will aim to expand and broaden list of community-serving organizations participating in program, using application system (expansion process and details are TBD in fall 2021).

Evaluation of Pilot Program

- In late summer 2021, Caltrain staff will evaluate the pilot program to inform Phase 2's launch in fall 2021.
- Evaluation to consider factors such as:
 - **Ridership:** how has the Pilot Program affected Caltrain ridership? What can we learn about how the new Go Pass users are using the Caltrain system?
 - **Community-serving Organizations:** how has the Pilot Program affected Caltrain's relationships with community-serving organizations on the corridor?
 - **Administration:** how could the administration of the Go Pass Donation Program be improved for Caltrain, community-serving organizations, and Go Pass participants?

Statement of Appreciation

- Caltrain wishes to acknowledge and express appreciation to the two entities that have made Phase 1's Pilot Launch possible.
 - **Intuit:** generously donated 700 passes to be used in pilot program's launch this summer. Thank you!
 - **MTC:** made a generous donation of Clipper Cards to be used in pilot program's launch. Thank you!

Thank You!