



August 27, 2017

Regional Transit Board of Directors  
Henry Li, General Manager/CEO  
1400 29th Street  
Sacramento, CA 95816

**Re: Board Item 9 – ZipPass**

Dear Board of Directors and Mr. Li:

The Sacramento Transit Riders Union (SacTRU) is writing to express our concerns about the design process and implementation that the ZipPass App, and to request increased stakeholder engagement in future fare design and development processes.

This new app should have gone before the Mobility Advisory Committee (MAC) and stakeholders at all stages of the development process, design, testing, and rollout for comment and input. SacTRU has expressed repeatedly the limitations of the current app for unbanked users, and users with limited language proficiency. Our members additionally have identified that the current apps have limited or no audible access, low vision, or other accessible functions. **Technology should make transit more accessible, not impossible for riders.**

The object and purpose of the MAC is to advise RT on system accessibility features and improvements. The Council is meant to provide RT with the consumer's perspective on many of RT's system improvements, such as fare purchase. The Council's work links accessibility issues with larger customer-oriented decisions. Not bringing them into the development process in the past has undermined their ability to engage in a meaningful way and has resulted in inaccessible products.

Effective Friday, September 1, 2017, SacRT will transition to a new mobile fare app named ZipPass. ZipPass will replace the RideSacRT mobile app that was originally launched as a temporary pilot program in January 2016. RT ZipPass was expected to be available for download from the App Store for iPhone or Google Play for Android, starting Tuesday, August 15, 2017, to allow a window for riders to transition to the new app. At the time of this writing it was still not available. Fares on the RideSacRT app will be inactive after Sunday, October 15, 2017. Pre-purchased fare cannot be transferred from RideSacRT to ZipPass. Promotion and communication of this impending change has been limited and we are concerned that riders will lose fare they have already purchased.

We ask the staff to engage the MAC and stakeholders in future development of customer interfaces, so that all riders can receive the benefits of technological improvements. Please include this letter in the public record.

Sincerely,

Sac TRU