

AGENDA ITEM 3 B  
Information Item

**MEMORANDUM**

**DATE:** February 7, 2019

**TO:** El Dorado County Transit Authority

**FROM:** Brian James, Planning and Marketing Manager

**SUBJECT:** New Connect Card Sales Outlet at Bel Air Grocery Store

**REQUESTED ACTION:**  
**BY MOTION,**

**No action. Information item.**

**BACKGROUND**

Connect Card is the Sacramento region's electronic transit fare payment system. Customers can purchase transit fare online or at twenty-eight (28) current sales outlets, and can use the card for bus or light rail service with nine (9) participating agencies.

**DISCUSSION**

As of January 11, 2019 the Bel Air grocery store in Cameron Park on Palmer Drive is a new Connect Card sales outlet. The Connect Card consortium has sales outlets at Raley's and Bel Air stores throughout Sacramento, and was able to add the Cameron Park facility in a recent service expansion.

A device called an EvendPC was installed at the Cameron Park Bel Air grocery store at the customer service desk. That device allows employees to select passes or transit fare as requested by the customer, and then tap the customer's Connect Card onto the device to load the pass or transit fare onto their card. The customer can then use their card on the bus without delay.