



AFFORDABLE STUDENT TRANSIT PASS PILOT PROGRAM Year Two Program Design Recommendations

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Presentation Overview

- Lessons learned from Year One Pilot Programs
- Recommended Changes for Year Two Pilot Program
- Next Steps



Planning, Policy, & Legislation Committee



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Student Transit Pass Pilot Program Goals

- Reduce transportation access barriers to and from schools
- Improve transportation options for Alameda County's middle and high school students
- Build support for transit in Alameda County
- Develop effective three-year pilot programs
- Create a basis for a countywide student transit pass program (funding permitting)

Pilot Start-up and Year One

- March 2016: Commission approval
 - *Site selection methodology and framework*
 - *Performance evaluation framework*
- May 2016: Commission approval
 - *Shortlist of 36 eligible schools for 3-year Pilot based on site selection methodology and framework*
 - *Year One Pilot school sites*
- August 2016: Year One Pilot launch



Student Transit Pass Pilot Program – Year One (1 of 2)

- **North County**

- *Free and universal AC Transit passes for all grades*
- *Two Oakland high schools and one middle school (Castlemont High, Fremont High, Frick Middle)*
- *Education-only program at two additional schools (REALM Middle and High Schools)*

- **Central County**

- *Free AC Transit passes available to 8th -10th graders*
- *One high school and one middle school (San Leandro High and John Muir Middle)*

Student Transit Pass Pilot Program – Year One (2 of 2)

- **South County**

- *50% discounted AC Transit and/or Union City Transit passes available to 8th -10th graders*
- *One high school and one middle school (James Logan High and Cesar Chavez Middle)*

- **East County**

- *50% discounted LAVTA/Wheels passes for all grades*
- *Free passes for free/reduced-price meal (FRPM) eligible students*
- *One high school and one middle school (Livermore High and East Avenue Middle)*

Lessons Learned to date

- Factors limiting student participation
 - *Limiting eligibility to certain grades*
 - *In discounted programs, high up front cost for transit pass*
- High administrative burden/cost associated with:
 - *Multiple pass formats within a school site*
 - *Programs that require collecting funds from students*
- Free and universal programs have lowest administrative burden/cost and highest enrollment and pass costs
- Means-based program warrants broader testing, but FRPM data may be difficult to utilize

West Contra Costa County Student Bus Pass Program

- Collaborative between West Contra Costa Transportation Advisory Committee (WCCTAC) and West Contra Costa School District
 - *One school district, 6 high schools, and 1 charter school enrolled*
- Students eligible for Free and Reduced Lunch (FRL) receive transit passes for free
- Funded by Measure J, ½ cent sales tax

3-Year Pilot Program Budget

Activity	Estimated costs for 3-year pilot
Transit agency contract costs - purchase of transit passes	\$13 million (87% of total costs)
Direct costs (cards, flash pass stickers, travel training, printing, educational materials, shipping)	\$900,000 (6% of total costs)
Program establishment, operations, administration, and evaluation (staff and consultant costs for three years)	\$1.1 million (7% of total costs)
Total	\$15 million

Budget Update

	Start-up and Year 1 (actuals + projected)	Year 2 (projected)	Year 3 (projected)	Totals
Transit Agency contract costs (pass purchase)	\$2,000,000	\$5,000,000	\$6,000,000	\$13,000,000
Direct costs	\$200,000	\$300,000	\$400,000	\$900,000
Staff/Consultant Costs	\$600,000	\$250,000	\$250,000	\$1,100,000
Totals	\$2,800,000	\$5,550,000	\$6,650,000	\$15,000,000

Summary of Year Two changes

- Eliminate grade-limited programs
- Reduce known barriers to student participation
- Switch to Clipper where possible
- Test pilot models across planning areas to better understand effectiveness of each program parameter
- Test eco-pass model where possible
- Test FRPM program models

North County

- Expand test of free and universal model and the impact of transition from middle to high school
- Continue unchanged at Year One schools in Oakland
- Recommended changes
 - *Discontinue information-only program*
 - *Replace with two schools from approved shortlist; implement free and universal pass program*
 - McClymonds High, Oakland
 - Westlake Middle School, Oakland



Central County

- Transition to a free and universal model and test a new means-based model
- Recommended changes
 - *Expand program at existing Year One schools to all grade levels to increase program participation*
 - *Add two new schools from approved shortlist; implement means-based pass program*
 - Hayward High School, Hayward
 - Bret Harte Middle School, Hayward



South County

- Expand eligibility to all grades and explore means-based model with School District and Schools
- Recommended changes
 - *Expand to all grade levels to increase program participation at existing schools*
 - *Implement means-based program if approved by schools/district*



East County

- Test free and universal “eco-pass” model
- Recommended changes
 - *Implement eco-pass model in all shortlisted Livermore Joint Unified School District schools*
 - *Two existing schools plus two additional schools*
 - Livermore High, Livermore
 - East Avenue Middle, Livermore
 - Del Valle Continuation High, Livermore
 - Andrew N. Christensen Middle, Livermore



Opportunities for Exploration and Expansion

- Eco-pass: bulk purchase unlimited-ride passes for all eligible students to eliminate need for means-based eligibility
- Additional models for students eligible for low-income students, school-based and countywide
- Travel training expansion and transit use evaluation
- Expand funding and strengthen partnerships with Safe Routes to Schools

Schedule & Next Steps



Recommendation

- Approve the Affordable Student Transit Pass Pilot Program Sites and Parameters for Year Two of the Pilot Program.
- Authorize Alameda CTC staff to enter into all necessary agreements and contracts for program implementation.


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Recommended Year Two Program Design

Parameters	Options Tested	North	Central	South	East
Pass Format	Clipper	X	X	X [†]	X*
	Flash pass			X [†]	
Applicability	Universal (all students)	X	X*	X	X
	Specific grades only*		X	X	
Pass Cost	Free	X	X	X	X
	Discounted			X	X
Financial Need	High	X	X		
	Medium			X	
	Low				X
Transit Service	AC Transit	X	X	X	
	Union City Transit			X	
	LAVTA				X

*These program elements are new or have changes from Year One.

† Union City Transit may require a flash pass for Year Two. The Clipper Card for AC Transit would double as a flash pass for Union City Transit

Year One Model Program Characteristics

Parameters	Options Tested	North	Central	South	East
Pass Format	Clipper	X	X	X	
	Flash pass			X	X
Applicability	Universal (all students)	X			X
	Specific grades		X	X	
Pass Cost	Free	X	X		X
	Discounted			X	X
	Information only	X			
Financial Need	High	X	X		
	Medium			X	
	Low				X

Year One Model Program Characteristics

Parameters	Options Tested	North	Central	South	East
Transit Service	AC Transit	X	X	X	
	Union City Transit			X	
	LAVTA				X
Grade Levels	All	X		X	X
	Select Grades		X		
	Middle Schools	X	X	X	X
	High Schools	X	X	X	X

Site Selection

Evaluate data on school needs and transit service availability

1. Identify paired schools within each planning area
2. Tally enrollment to understand registration implications
3. Update demographic data
4. Conduct initial sort

Site Selection Criteria & Considerations

- Bus Stop within 1/4 mile
- School Pair
- "Traditional" school day
- Income Levels/Leverage Opportunity
- 2+ routes serving bus stop(s) within 1/4 mile of school
- "Transportation" identified as issue by district/school
- High minority vs. low minority
- High ethnic diversity vs. low ethnic diversity
- Safe Routes to Schools participant
- Transit travel training program participant

Short-Listed Schools

- 15 high schools, 20 middle schools, and one combined middle/high school identified
 - *North County: 4 high schools, 1 middle/high school, 9 middle schools*
 - *Central County: 3 high schools, 4 middle schools*
 - *South County: 3 high schools, 3 middle schools*
 - *East County: 4 high schools, 6 middle schools*
- Potential pool for additional school sites in Year 2 of the pilot