

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



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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)

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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





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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)

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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)

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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

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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

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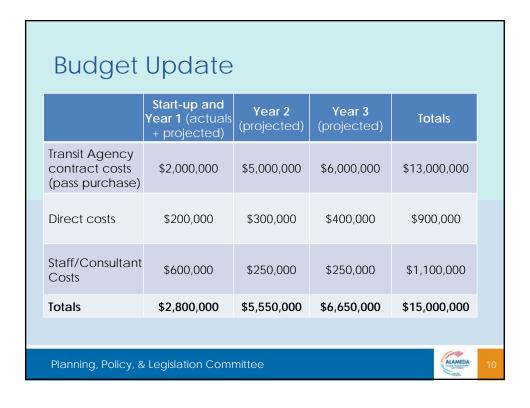


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3-Year Pilot Program Budget Activity Estimated costs for 3-year pilot Transit agency contract costs -\$13 million (87% of total costs) purchase of transit passes Direct costs (cards, flash pass stickers, travel training, printing, \$900,000 (6% of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

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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

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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











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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



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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



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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











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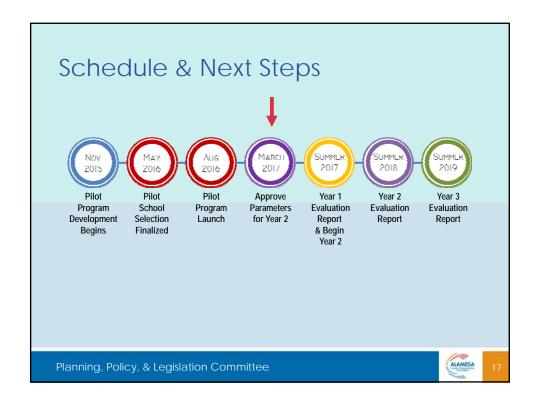
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Opportunities for Exploration and Expansion

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

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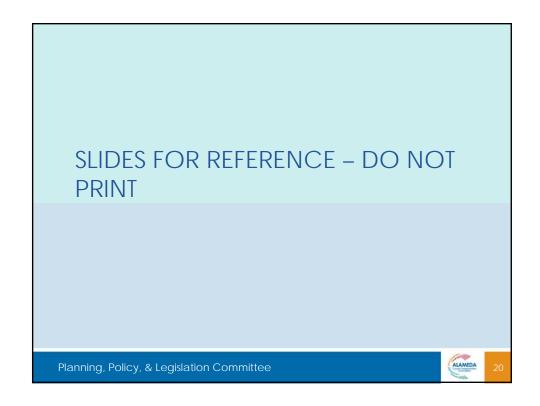
Recommendation

- 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	Χ	Χ	Χ [†]	Χ*
	Flash pass			Χ [†]	
Applicability	Universal (all students)	Χ	Χ*	Χ	Χ
	Specific grades only*		X	X	
Pass Cost	Free	Χ	Χ	Χ	Χ
	Discounted			Χ	Χ
Financial Need	High	Χ	Χ		
	Medium			Χ	
	Low				Χ
Transit Service	AC Transit	Χ	Χ	Χ	
	Union City Transit			Χ	
	LAVTA				Χ

*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

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Year One Model Program Characteristics

Parameters	Options Tested	North	Central	South	East
Pass Format	Clipper	Χ	Χ	Χ	
Pass ruillat	Flash pass			Χ	Χ
0 1: 1: 1: 4· ·	Universal (all students)	Χ			Χ
Applicability	Specific grades		Χ	Χ	
Pass Cost	Free	Χ	Χ		Χ
	Discounted			Χ	Χ
	Information only	Χ			
	High	Χ	Χ		
Financial Need	Medium			Χ	
	Low				Χ

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Year One Model Program Characteristics Parameters Options Tested North Central South AC Transit X X X

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

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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

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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

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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

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