


AFFORDABLE STUDENT TRANSIT PASS PILOT PROGRAM Year One Midyear Update

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Presentation Overview

- Review of Pilot Program Design
- Update on Implementation
- Preliminary Mid-Year Results
- Next Steps
- Discussion



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)

Student Transit Pass Pilot

- May 2016 Commission approval
 - *Distinct pilot programs in each planning area – passes distributed at 9 schools*
 - *Shortlist of 36 schools for potential expansion*
 - *Alameda CTC to enter into agreements and contracts to implement Year 1 program*
 - *\$15 million allocated for pilot program over 3 years*



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

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

Program Evaluation

- Framework approved by Commission in March 2016



18 quantitative and qualitative measures to evaluate performance, including:

- *Student perception of transit options and barriers*
- *Student transit ridership*
- *Pass penetration and ease of use*
- *After school activity participation*
- *Participant, student attendance*
- *Program cost per participant and administrative costs*

Preliminary Findings

- August through December 2016
- Initial analysis draws on:
 - *Data reported from transit agencies*
 - *Information tracked by the school program administrators*
 - *The first student survey*

All students at participating schools were encouraged to participate in online/paper survey regarding:

- Student perception of transportation barriers
- Transportation costs to families
- Program participation and usage
- BART usage by students

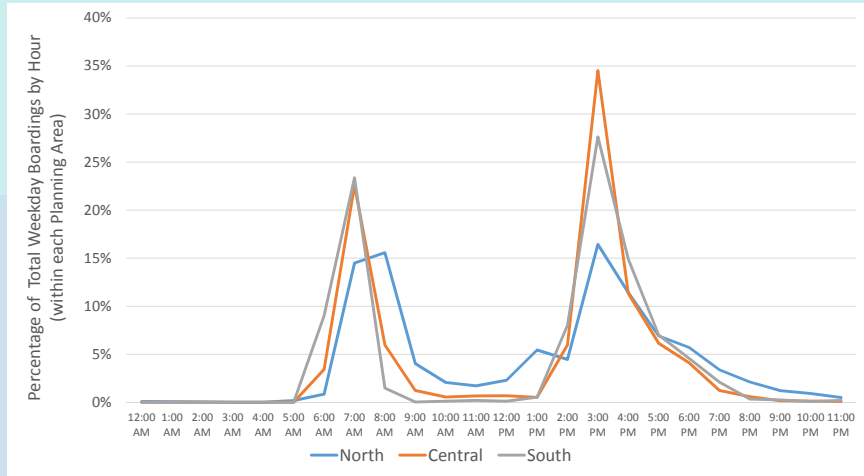
Pass Distribution Summary

| Planning Area Program | Total # Students Eligible | Number of Active Passes | | | Total # Active Passes | Participation Rate |
|-----------------------|---------------------------|-------------------------|--------------------|--------------|-----------------------|--------------------|
| | | AC Transit | Union City Transit | LAVTA/Wheels | | |
| North | 1,832 | 1,670 | -- | -- | 1,670 | 91% |
| Central | 1,616 | 813 | -- | -- | 813 | 50% |
| South | 2,309 | 151 | 100 ; 76 | -- | 251 ; 227 | 11% ; 10% |
| East | 2,441 | -- | -- | 110 | 110 | 5% |
| County-wide | 8,198 | 2,634 | 100 ; 76 | 87 | 2,844 ; 2,820 | 34% |

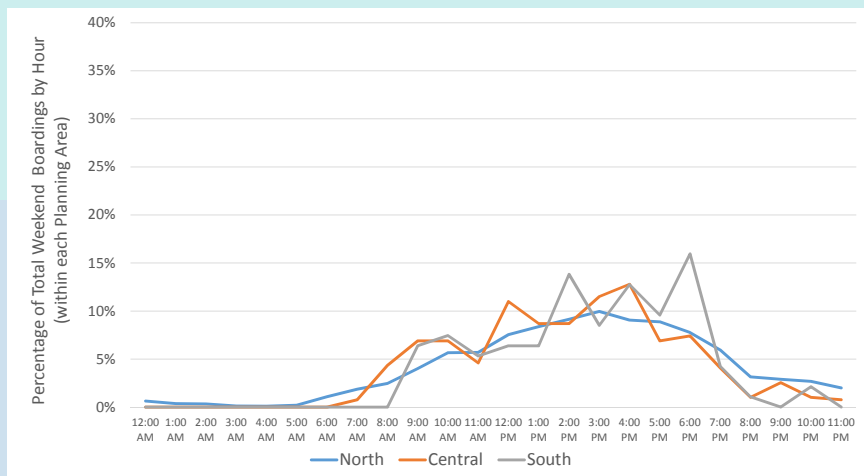
Transit Usage

| | Total Transit Boardings by Passholders (Aug-Dec) | Average Daily Boardings | Average Monthly Unique Users |
|--------------------|--|-------------------------|------------------------------|
| North | 149,034 | 1,228 | 1,222 |
| Central | 25,562 | 211 | 388 |
| South | 14,179 | 117 | 125 |
| AC Transit | 6,722 | 55 | 125 |
| Union City Transit | 7,457 | 61 | N/A |
| East | 10,106 | 83 | N/A |
| Countywide | 198,881 | 1,639 | 1,735 |

AC Transit Student Passholders – Weekday Boardings by Hour (October 2016)



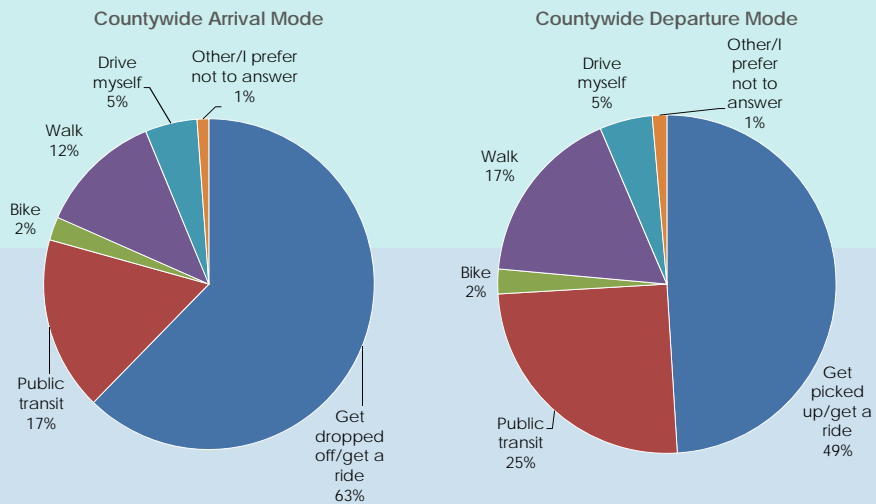
AC Transit Student Passholders – Weekend Boardings by Hour (October 2016)



Survey Response Rate

| | Survey Respondents | | Comparison of Survey Respondents to Program Participants | |
|-------------------|--|----------------------------|--|---|
| | % who were Affordable STPP Passholders | % who were Non-Passholders | % of Passholders who Completed Survey | % of Eligible Students who Completed Survey |
| North | 89% | 11% | 29% | 30% |
| Central | 63% | 37% | 13% | 11% |
| South | 12% | 88% | 91% | 74% |
| East | 13% | 87% | 115% | 38% |
| Countywide | 27% | 73% | 33% | 41% |

Mode Split - Countywide



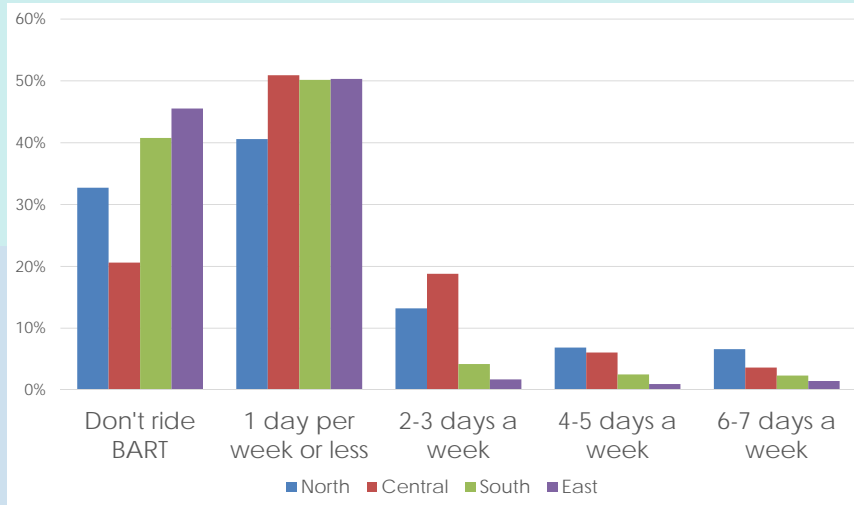
Participating Students – Key findings

- Top uses of Passes:
 1. *Almost 70% use the pass to travel to and from school*
 2. *Afterschool activities*
 3. *Spending time with friends.*
- Top reasons program participants don't use Passes more often
 - *Participants prefer to travel other ways*
 - *Traveling by bus takes too long*
- More than half of participating students said that the cost savings provided by the program was important.

Non-Participating Students

- Top reason non-participants haven't registered:
 - *Prefer to travel another way/bus doesn't meet my needs*
- Many students said that they would register for the program if they were eligible.
 - *In the Central County program, 78% of students who are NOT currently eligible said they would "definitely register" if the pass were made available.*

How Often Students Ride BART



Comments from Students

- "Thanks for giving the student pass [for] free, it's help[ing] my family and me too."
- "The pilot program seems very excellent to me since it has helped me and my family to have **a safe way for me to get to school** and get my education. It's a program that has helped a lot of students and for my part I am very grateful."
- "You should keep doing this, it helps a lot of us with money issues."
- "Thank you for this program – it is allowing me to be **more independent.**"
- "I like the transit pass and it keeps me from having to look for money each day of the week that I ride the bus. It is **convenient** and I ride 5 days a week."
- "It is a good idea to encourage public transit, because it is **better for the environment.**"
- "Everything is good about the transit pass and I started **not being late to school** which make a positive dramatic change on my grades and willingness to go to school."

Outreach and Engagement



Travel training at Cesar Chavez Middle School, Union City



Tabling at James Logan High School, Union City

Schedule & Next Steps



Thank you!

SLIDES FOR REFERENCE – DO NOT
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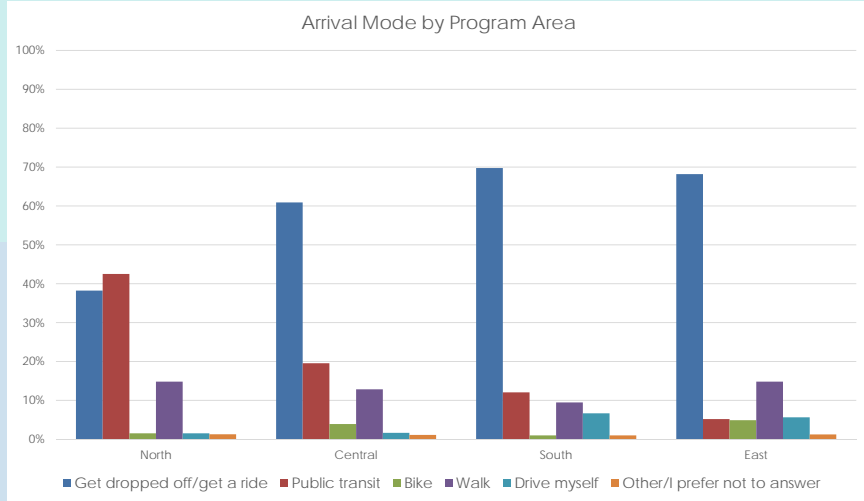
Model Program Characteristics

| 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 |

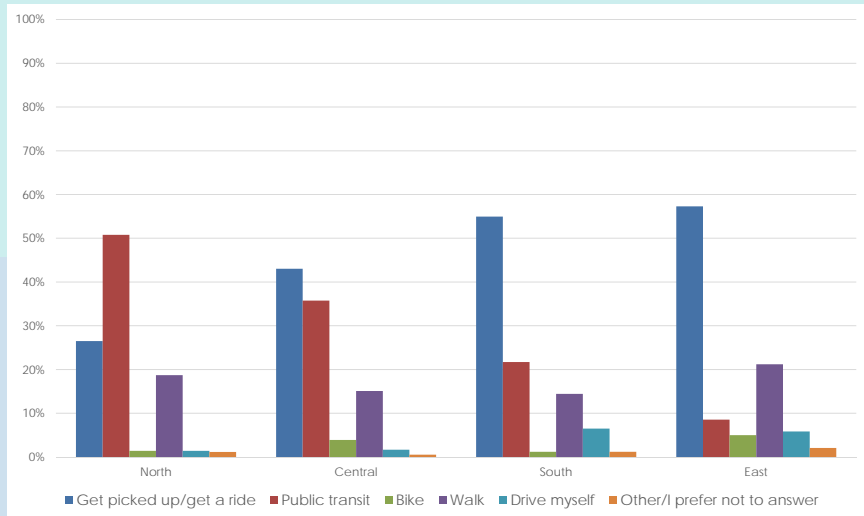
Model Program Characteristics

| 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 |

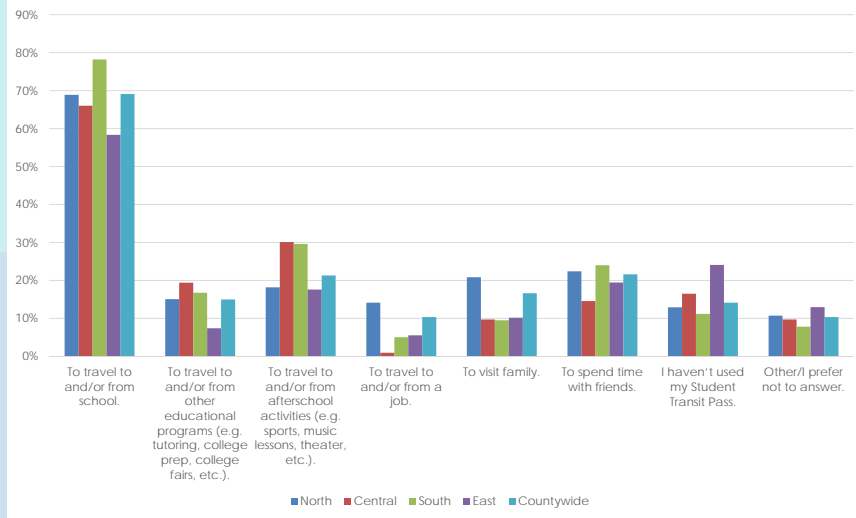
Arrival Mode Split by Program Area



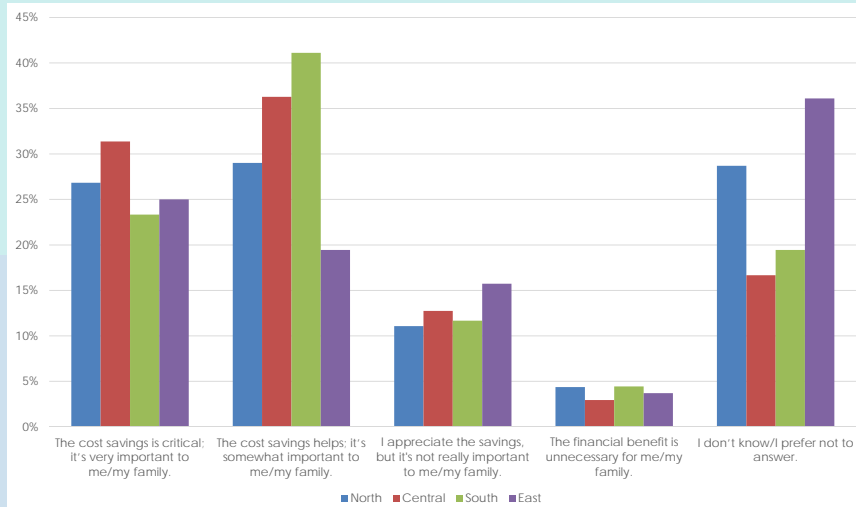
Departure Mode Split by Program Area



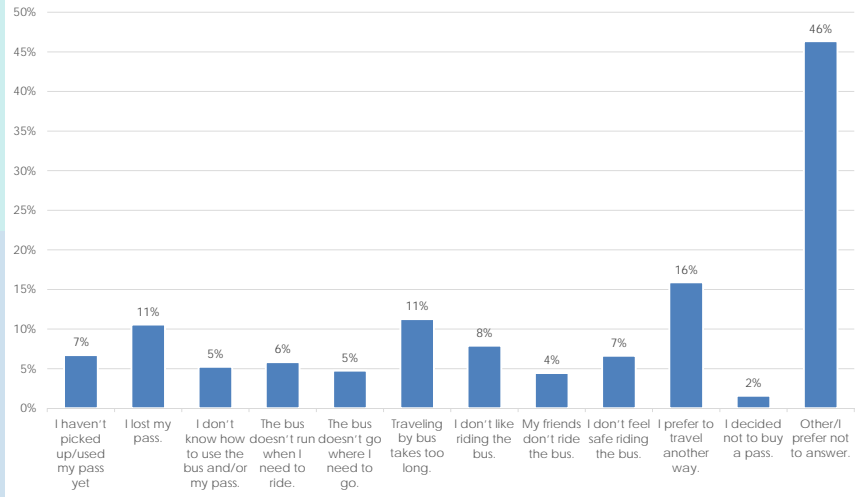
Participant Trip Purpose



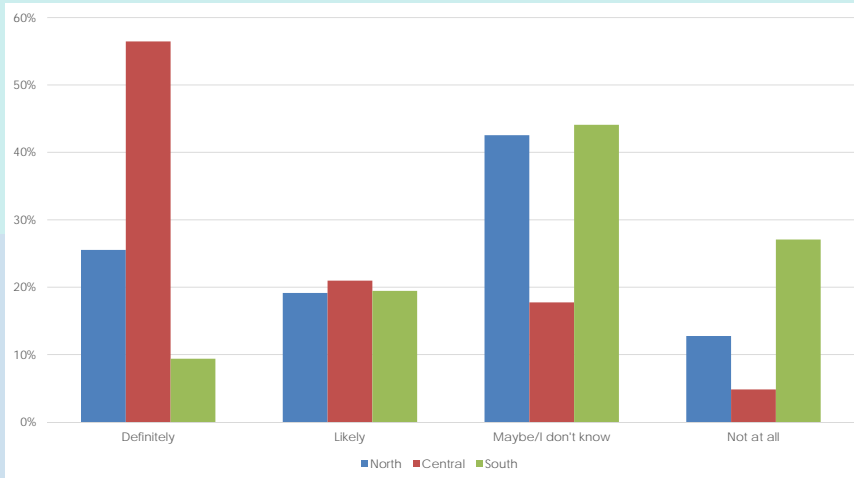
Importance of Cost Savings



Why Don't Participants Use their Transit Pass More Often? - Countywide



Non-Participant Likelihood of Registering



Countywide Student Priorities for BART Use

- To spend time with friends (19%)
- To get to/from extracurricular activities such as sports, music, lessons, etc. (16%)
- To visit family (14%)
- To get to/from educational programs such as tutoring, college prep, etc. (12%)
- To get to/from school (11%)
- To get to/from work (6%)