


Affordable Student Transit Pass Pilot Program Update

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Planning, Policy and Legislation Committee (PPLC)
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Overview

- Pilot Program Year One Sites & Parameters
- Update on Implementation
- Program Evaluation
- Next Steps



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Pilot Program Purpose

- Reduce barriers to transportation access to and from schools
- Improve transportation options for Alameda County's middle and high school students
- Build support for transit in Alameda County
- Test different models in four areas of Alameda County to develop effective three-year pilot programs that could be implemented after the pilot period



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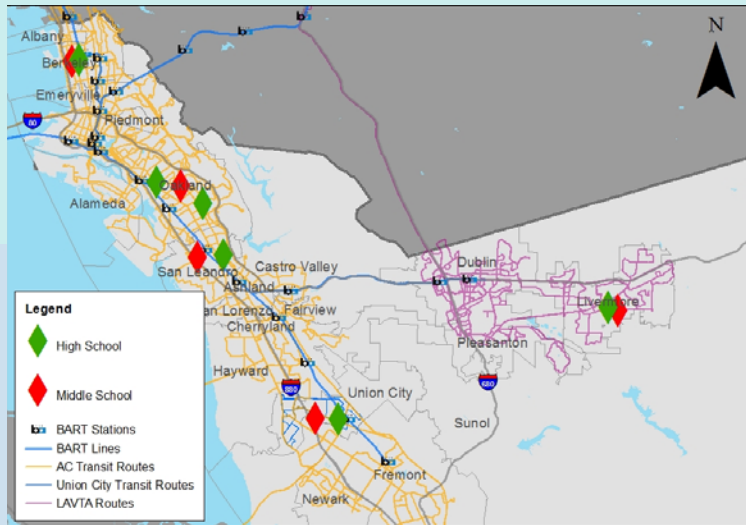
Student Transit Pass Pilot Programs Launched

- Per Commission approval on May 26, 2016:
 - *Five pilot programs at 11 schools in all planning areas:*
 - All students receive information and training on using transit and the available passes
 - All passes effective year-round, not limited by day or time
 - Designated on-site administrator at each school, who receives training associated with the applicable pass program and serves as our liaison
 - *Remaining 25 schools on shortlist can be considered for potential expansion during the 3-year pilot program period*
- All pilot programs receiving passes were launched in August 2016



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Pilot Year One Sites



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North County* – Pilot Program A

**Two programs due to number/variety of schools*

- Free and universal (all students) AC Transit pass on Clipper Cards provided to all students at 3 schools:
 - *Castlemont High School (Oakland)*
 - *Fremont High School (Oakland)*
 - *Frick Middle School (Oakland)*
- Pilot program is testing:
 - *Utilization of free and universal passes*
 - *Sustained impact of passes during transition from middle to high school*



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North County* – Pilot Program B

**Two programs due to number/variety of schools*

- Information only program at middle & high school:
 - *Berkeley REALM Charter High School*
 - *Berkeley REALM Charter Middle School*
- Program team will provide outreach and engagement activities to support transit use
- Pilot program is testing:
 - *Effectiveness of information only programs on student transit ridership*
 - *Information only program has potential to expand to all schools*



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Central County – Pilot Program C

- Free AC Transit pass on Clipper Cards provided to select grades (8th – 10th):
 - *San Leandro High School (San Leandro)*
 - *John Muir Middle School (San Leandro)*
- Pilot program is testing:
 - *Effectiveness in selected grades (due to large school enrollment)*
 - *Sustainability of use during transition from middle to high school*



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South County – Pilot Program D

- Discounted Clipper Cards for AC Transit and/or Union City flash passes available to select grades (8th – 10th):
 - *James Logan High School (Union City)*
 - *Cesar Chavez Middle School (Union City)*
- Pilot program is testing:
 - *Different fare media on multiple transit agencies (Clipper and flash pass)*
 - *Effectiveness in selected grades (due to large school enrollment)*



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East County – Pilot Program E

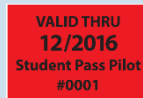
- Discounted or free means-based flash pass available to all students at two schools for use on LAVTA:
 - *Livermore High School (Livermore)*
 - *East Avenue Middle School (Livermore)*
- Students who qualify for Free/Reduced Price Meals (FRPM) are eligible to receive flash pass for free
- Pilot program is testing:
 - *Two-tier subsidy using a universal pass*
 - *Use of flash pass versus Clipper Card (available Fall 2017)*



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Program Implementation Update

- Alameda CTC entered into agreements and contracts with school districts and transit operators
- Finalized pass pricing with transit operators
- Developed informational materials for students, translated materials, and distributed to schools
- Identified and trained on-site school administrators
- Designed, created, printed, and distributed passes
- Attended orientations at schools
- Stakeholder Workshop

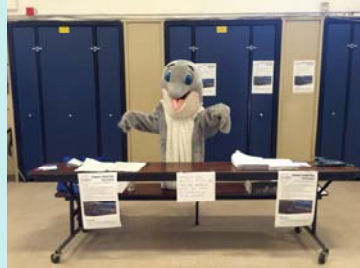


Pass Distribution Update

Planning Area	School	Passes Distributed*
North County	Castlemont High	537
	Fremont High	588
	Frick Middle	238
Central County	San Leandro High	675
	John Muir Middle	105
South County	James Logan High	255
	Cesar Chavez Middle	6
East County	Livermore High	<i>Update will be provided at the meeting</i>
	East Avenue Middle	
	Total	

*As of September 9, 2016





Evaluation

- 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 ridership*
 - *Student attendance*
 - *Pass availability and ease of use*
 - *Program cost per participant and administrative costs*



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Evaluation

- Evaluation will draw on data collected throughout the year:
 - *Data reported from transit agencies (historical baseline and usage data)*
 - *Information tracked by the school program administrators*
 - *Surveys and focus groups at schools*



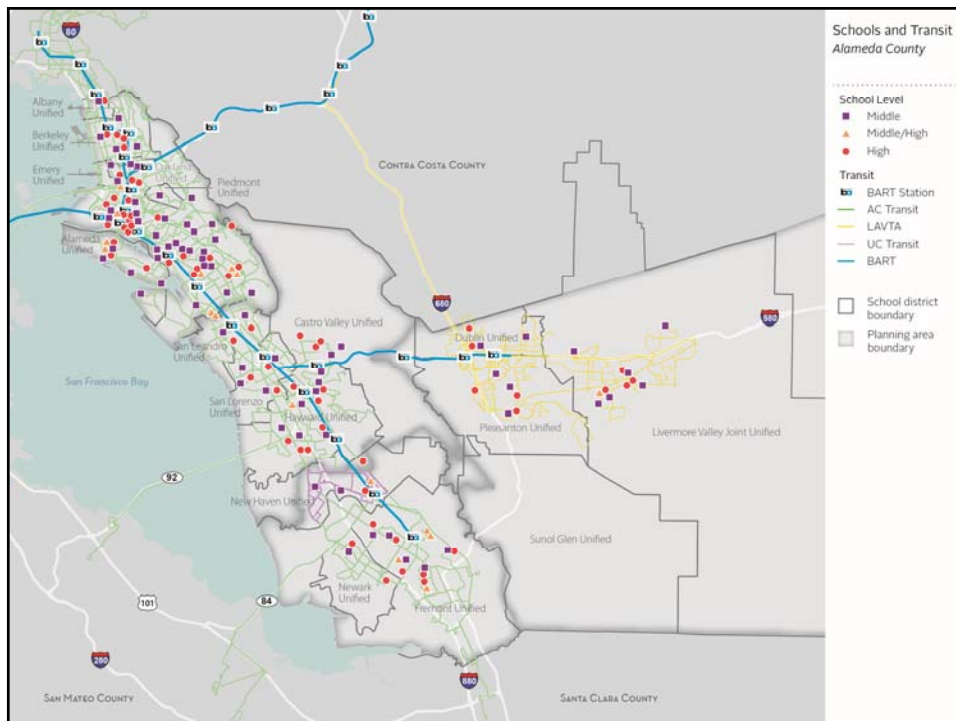
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Schedule



Questions?

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Pilot Program Development

Phase I - Site Selection

- Define Site Selection Framework (March 2016 Commission Approval)
- Assess Potential Sites for Model Program (April 2016)
- **Recommend Model Program Sites (May 2016 Commission Approval)**



Phase II – Program Design For Model Program Sites (June-August 2016)

- Based on Selected Model Program Sites, Develop Program Parameters
- Tailor Program Characteristics for Each Model Program Site
- Finalize Design for Each Model Program Site



Phase III – Pilot Program Implementation at Model Program Sites (Fall 2016)

- Implement Program at Minimum of Four Model Program Sites



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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



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Model Program Characteristics

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

Background – NOT FOR PRINT

Affordable Student Transit Pass Program

Developing pilot programs for middle and high school students to begin in 2016-2017 school year

- *Three-year pilot period, with annual evaluations and adjustments to implementation*
- *Program in four subareas to make transit affordable or prioritize crossing guards*
- *First step toward a universal affordable transit pass program for students in Alameda County*



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Overarching Goals and Commission Direction

- At least one pilot program will be an universal free transit pass, to be implemented in a planning subarea that demonstrates the most financial need
- Address student crossing guard needs
- Transit operators are serving as partners only for duration of pilot program period (three years)



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Site Selection Process



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Site Selection Process

Phase I – Evaluate data on school needs and transit service availability

Phase II – Outreach to shortlisted schools on readiness and level of interest



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Site Selection – Phase I

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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	Planning Area	School District	School Name	School Type	Charter	School Level	Grades	Enrollment	SR25	+Traditional/Continuation School Day	Existing Bus Stop within 1/4 mile of School	Income Opportunity (percent of FRPM eligible students)	# of Bus Routes	Phase I Tiering
1	North	Berkeley Unified	REALM Charter High	Traditional	Charter	High	9 - 12	361	No	Yes	Yes	74%	9	2
2	North	Berkeley Unified	REALM Charter Middle	Traditional	Charter	Middle	6 - 8	310	No	Yes	Yes	74%	9	2
3	North	Oakland Unified	Castlemont High	Traditional	Non-charter	High	9 - 12	505	No	Yes	Yes	89%	8	1
4	North	Oakland Unified	Fremont High	Traditional	Non-charter	High	9 - 12	811	No	Yes	Yes	76%	6	1
5	North	Oakland Unified	McClymonds High	Traditional	Non-charter	High	9 - 12	286	No	Yes	Yes	89%	6	2
6	North	Oakland Unified	Oakland High	Traditional	Non-charter	High	9 - 12	1515	No	Yes	Yes	88%	20	1
7	North	Oakland Unified	Roosevelt Middle	Traditional	Non-charter	Middle	6 - 8	526	No	Yes	Yes	95%	3	1
8	North	Oakland Unified	Westlake Middle	Traditional	Non-charter	Middle	6 - 8	524	Yes	Yes	Yes	93%	9	2
9	North	Oakland Unified	Bret Harte Middle Aspire Berkeley Maynard Academy	Traditional	Non-charter	Middle	6 - 8	538	No	Yes	Yes	83%	10	2
10	North	Oakland Unified	Oakland Military Institute	Traditional	Charter	Middle	K - 8	566	No	Yes	Yes	82%	4	3
11	North	Oakland Unified	Oakland Military Institute	Traditional	Charter	Middle/High	6 - 12	646	No	Yes	Yes	79%	19	2
12	North	Oakland Unified	Alliance Academy	Traditional	Non-charter	Middle	6 - 8	390	No	Yes	Yes	94%	1	3
13	North	Oakland Unified	Emhurst Community Prep	Traditional	Non-charter	Middle	6 - 8	380	No	Yes	Yes	92%	1	3

172 schools → 36 schools short listed

20	Central	Hayward Unified	Hayward High	Traditional	Non-charter	High	9 - 12	1644	No	Yes	Yes	74%	3	2
21	Central	San Lorenzo Unified	Bohannon Middle	Traditional	Non-charter	Middle	6 - 8	842	Yes	Yes	Yes	65%	4	2
22	Central	San Lorenzo Unified	San Lorenzo High	Traditional	Non-charter	High	9 - 12	1407	Yes	Yes	Yes	60%	2	3
23	South	New Haven Unified	Cesar Chavez Middle	Traditional	Non-charter	Middle	6 - 8	1283	Yes	Yes	Yes	51%	5	1
24	South	New Haven Unified	James Logan High	Traditional	Non-charter	High	9 - 12	3912	No	Yes	Yes	40%	16	1
25	South	Newark Unified	Newark Junior High	Traditional	Non-charter	Middle	7 - 8	906	No	Yes	Yes	54%	4	2
26	South	Newark Unified	Newark Memorial High	Traditional	Non-charter	High	9 - 12	1850	No	Yes	Yes	45%	8	2
27	South	Fremont Unified	William Hopkins Junior High	Traditional	Non-charter	Middle	7 - 8	990	No	Yes	Yes	51%	2	2
28	South	Fremont Unified	American High	Traditional	Non-charter	High	9 - 12	1985	Yes	Yes	Yes	19%	6	3
29	East	Dublin Unified	Wells Middle	Traditional	Non-charter	Middle	6 - 8	863	Yes	Yes	Yes	53%	2	2
30	East	Dublin Unified	Dublin High	Traditional	Non-charter	High	9 - 12	2062	Yes	Yes	Yes	10%	2	3
31	East	Livermore Valley Joint Unified	Del Valle Continuation High	Continuation	Non-charter	High	7 - 12	143	No	Yes	Yes	58%	2	2
32	East	Livermore Valley Joint Unified	East Avenue Middle	Traditional	Non-charter	Middle	6 - 8	624	Yes	Yes	Yes	33%	2	1
33	East	Livermore Valley Joint Unified	Livermore High	Traditional	Non-charter	High	9 - 12	1771	No	Yes	Yes	24%	4	1
34	East	Livermore Valley Joint Unified	Andrew N. Christenson Middle	Traditional	Non-charter	Middle	6 - 8	661	No	Yes	Yes	21%	1	3

Short-Listed Schools

- 15 high schools, 20 middle schools, and one combined middle/high school selected
 - *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

Site Selection – Phase II

- Readiness assessment conducted via phone and email, with input from Alameda County Office of Education (ACOE), Safe Routes to Schools (SR2S), and transit operators
- Assessed on five characteristics:
 - *Interest, enthusiasm, and support*
 - *Leadership continuity*
 - *Communication mechanisms*
 - *School culture and programs*
 - *Summer availability*



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Site Selection - Phase II

- Each short-listed school was given opportunity to have its readiness evaluated.
- Not all schools responded to the request for assessment.
- 18 out of 36 short listed schools responded:
 - *North County: 3 high schools, 3 middle schools*
 - *Central County: 2 high schools, 2 middle schools*
 - *South County: 2 high schools, 2 middle schools*
 - *East County: 2 high schools, 2 middle schools*



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Pilot Model Program Recommendations



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Key Inputs Into Recommended Model Programs

- Research on best practices
 - *National and Bay Area Programs*
- Analysis of existing conditions
 - *School need and transit service availability*
- Student Transit Pass program stakeholder and Commission input
 - *March 24: Commission approval of site selection framework and performance measures*
 - *April 20: Affordable Student Transit Pass Workshop*



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Model Program Recommendations

4 Pilot programs; 1 in each planning area

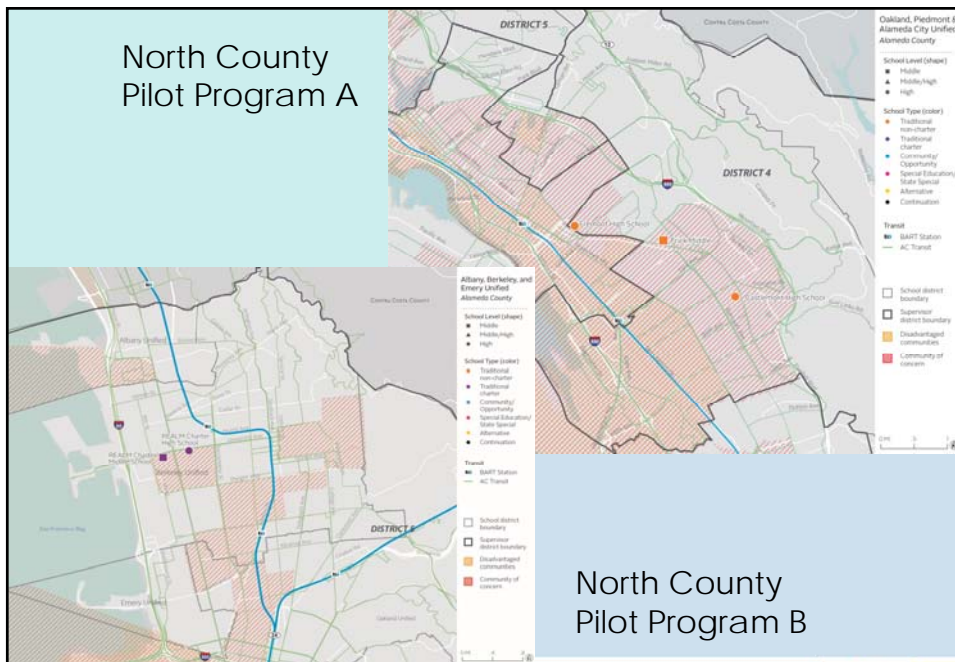
11 schools in total

All model programs include the following characteristics:

- *Information and training for students on using transit and the applicable passes*
- *All passes will be effective year-round, and not be limited by day or time*
- *A designated on-site administrator at each school, who will receive training associated with the applicable pass program*
- *Leverage: 7 out of the 11 are in Communities of Concern or Disadvantaged Communities*
 - Opportunities to leverage funds at the Regional and State level



North County Pilot Program A



North County Pilot Program B



