


Affordable Student Transit
Pass Program -
Model Program Sites and
Parameters
Planning, Policy and Legislation
Committee

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May 2016



Agenda

- Background
- Review of Site Selection Methodology
- Model Program Development
 - *North County*
 - *Central County*
 - *South County*
 - *East County*
- Next Steps



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Background



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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

- 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
- Develop effective three-year pilot programs

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)

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)

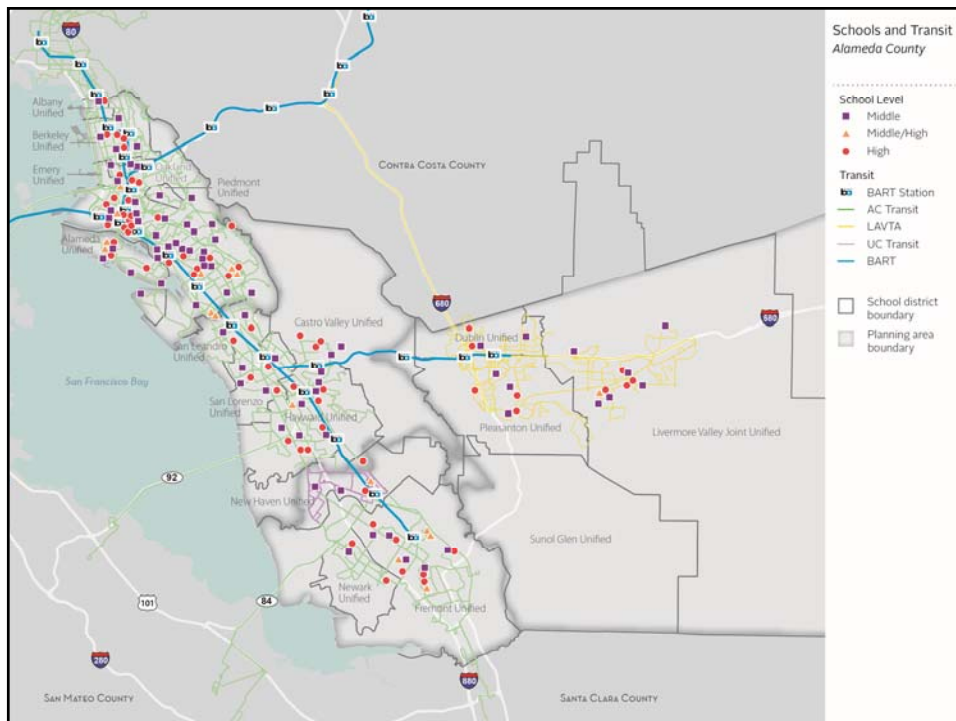
- Implement Program at Minimum of Four Model Program Sites

Site Selection Process

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



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

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

	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	Traditional	Non-charter	Middle	6 - 8	538	No	Yes	Yes	83%	10	2
10	North	Oakland Unified	Aspire Berkeley Maynard Academy	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*

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*

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

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	
	BART	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

North County Recommendations

- Two programs recommended due to number and diversity of schools
- Pilot programs will test:
 - *Utilization of free and universal passes*
 - *Sustained impact of passes during transition from middle to high school*
 - *Effectiveness of information-only programs on student transit ridership*
 - Information only has potential to expand to all schools

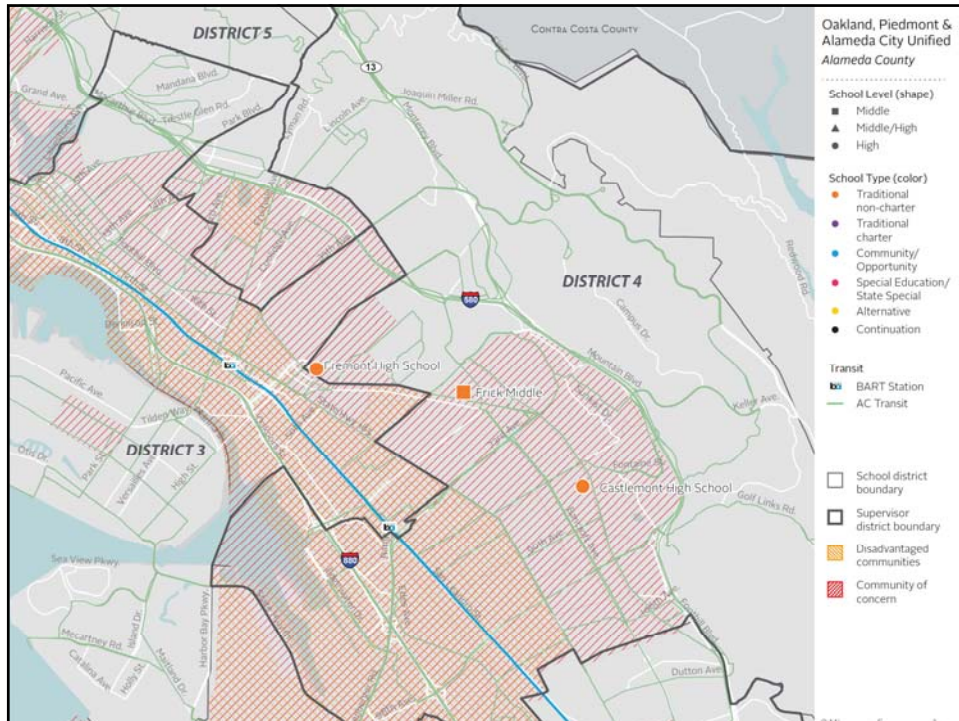
North County – Pilot Program A

- Free and universal (all students) transit pass on Clipper provides access to AC Transit services
- Free BART Orange and Red tickets upon request (limited to one per student per month)
 - *Castlemont High School*
 - *Fremont Middle School*
 - *Frick Middle School*

North County – Pilot Program A

- Approximately \$722,000 for cost of passes and administrative costs associated with Clipper set-up and school administration

	Fremont High (Oakland)	Castlemont High (Oakland)	Frick Middle School (Oakland)
Number of Students	811	505	241
FRPM Eligibility	76%	89%	94%
Transit Presence	6 AC Transit routes (2 high frequency, 2 school trippers, 2 low frequency)	8 AC Transit routes (2 high frequency, 3 school trippers, 2 express routes, 1 low frequency)	7 AC Transit routes
Readiness	High	High	Moderate



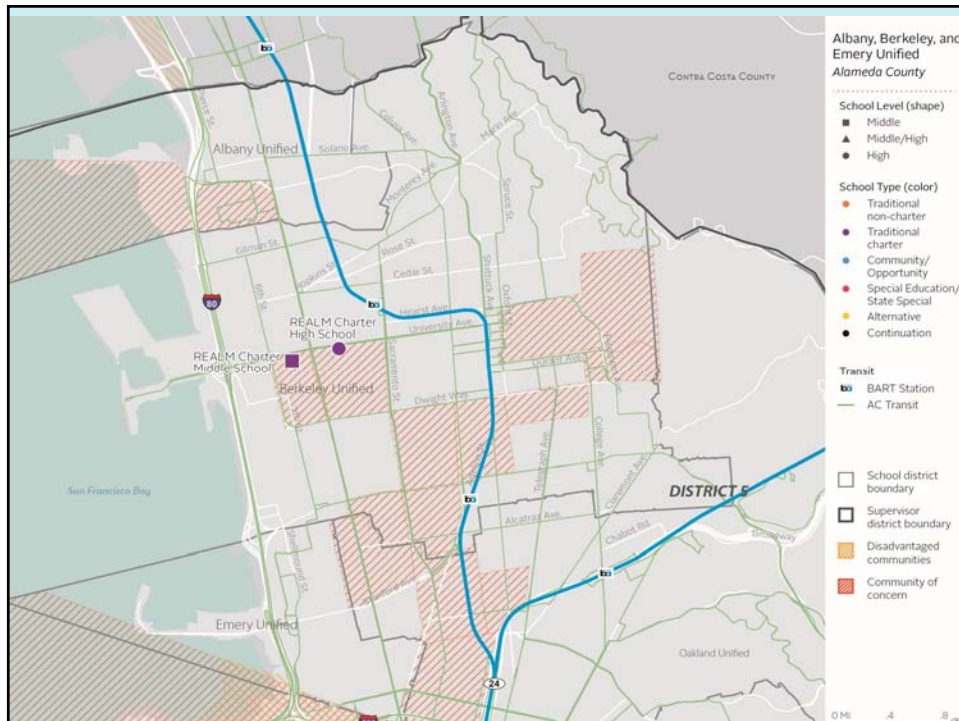
North County – Pilot Program B

- Informational program provided at middle and high school
- Program team will provide outreach and engagement activities to support transit use
 - Berkeley REALM Charter High School
 - Berkeley REALM Charter Middle School

North County – Pilot Program B

- Approximately \$134,000 for cost of transit pass information, travel training materials, and some on-site administration

	Berkeley REALM Charter High	Berkeley REALM Charter Middle
Number of Students	361	310
FRPM Eligibility	74%	74%
Transit Presence	9 AC Transit routes School within a mile of North Berkeley BART	9 AC Transit routes School within a mile of North Berkeley BART
Readiness	<i>Unknown</i>	<i>Unknown</i>



Central County Recommendations

Pilot program will test:

- *Effectiveness in selected grades (due to large school enrollment)*
- *Sustainability of use during transition from middle to high school*
 - John Muir Middle School
 - San Leandro High School

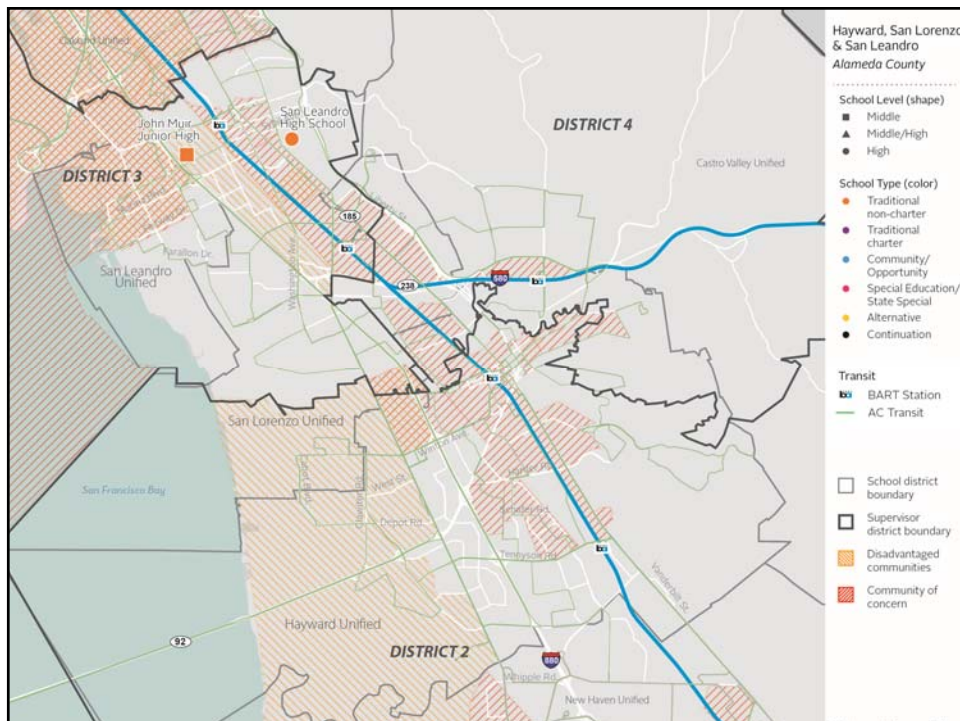
Central County – Pilot Program C

- Free transit pass on Clipper provides access to AC Transit services
- Free BART Orange and Red tickets upon request (limited to one per student per month)
- Limit to certain grades (8-10) to evaluate transition of program participants from middle to high school

Central County – Pilot Program C

- Approximately \$554,000 for the cost of passes and administrative costs associated with Clipper set-up and school administration

	San Leandro High	John Muir Middle
Number of Students	2,600 (eligibility to be determined by grade)	962 students (eligibility to be determined by grade)
FRPM Eligibility	72%	64%
Transit Presence	5 AC Transit routes (3 high frequency routes) San Leandro BART within a mile	2 AC Transit routes (1 high frequency route) San Leandro BART within a mile
Readiness	High	Moderate



South County Recommendations

Pilot program will test:

- *Different fare media on multiple transit agencies*
- *Limited to specific grades due to size of school enrollment*

- Cesar Chavez Middle School
- James Logan High School

South County – Pilot Program D

- Discounted transit passes available on either AC Transit or Union City Transit
- BART Orange and Red tickets upon request (limited to one per student per month)

South County – Pilot Program D

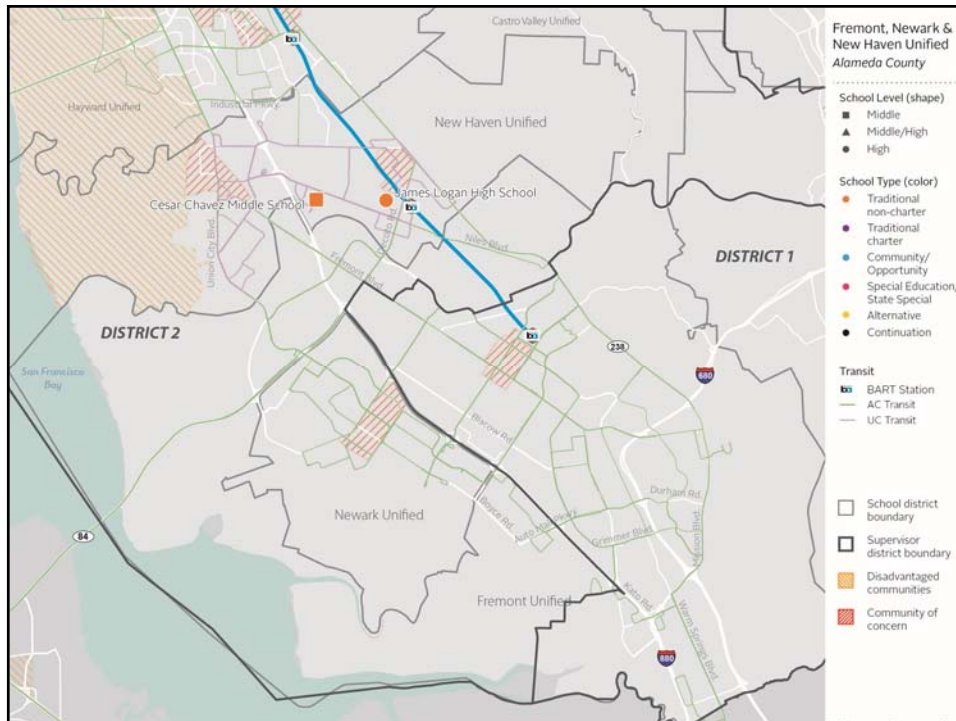
- Approximately up to \$873,000 for the cost of passes and administrative costs associated with Clipper set-up and school administration

	James Logan High	Cesar Chavez Middle
Number of Students	3,911 (eligibility to be determined by grade)	1,283 (eligibility to be determined by grade)
FRPM Eligibility	40% (area median of 35%)	51% (area median of 35%)
Transit Presence	Union City BART Station Nearly all 11 of Union City Transit routes Multiple AC Transit routes	Four Union City Transit routes One AC Transit route
Readiness	High	Moderate

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East County Recommendations

Pilot program will test:

- *Two-tier subsidy using a universal pass*
 - One tier to provide free transit passes for lowest income students
 - Second tier to provide discounted pass to all other students
- *Use of flash pass versus Clipper card (to be available fall 2017)*
 - East Avenue Middle School
 - Livermore High School

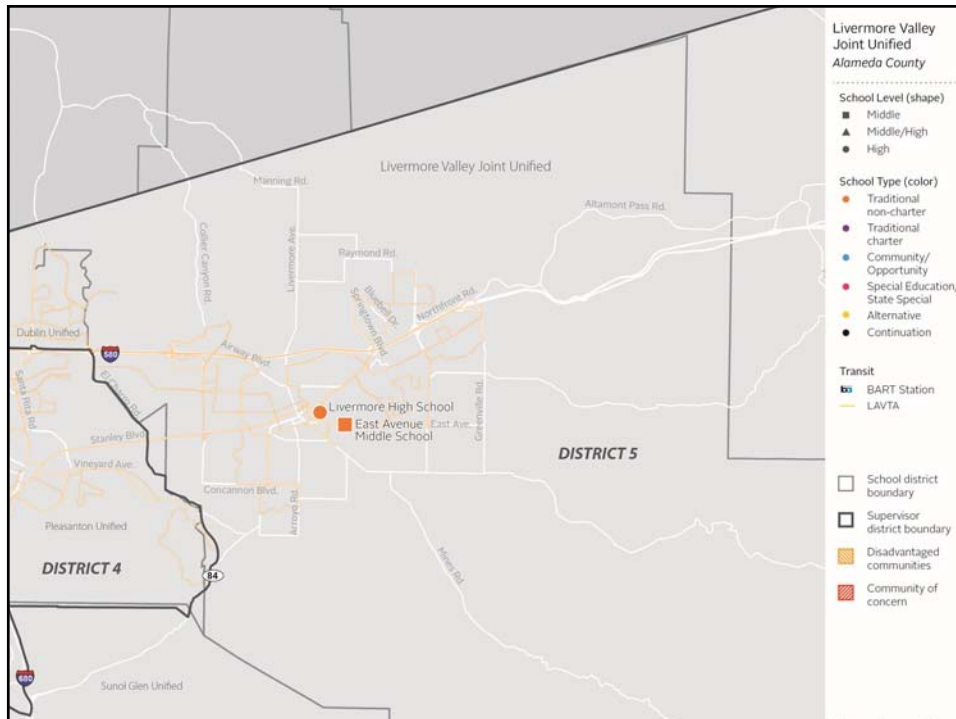
East County – Pilot Program E

- Discounted, means-based flash pass available to all students for use on LAVTA
- Students who qualify for FRPM would be eligible to receive transit pass for free

East County – Pilot Program E

- Approximately \$681,000 for the cost of passes and administrative costs associated with Clipper set-up and school administration

	Livermore High	East Avenue Middle
Number of Students	1,771 students	623 students
FRPM Eligibility	24% (area median of 21%)	33% (area median of 21%)
Transit Presence	Two LAVTA routes	Four LAVTA routes
Readiness	<i>Unknown</i>	<i>Unknown</i>



Next Steps



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Next Steps

- May 2016: Approval of pilot program sites

Following approval of site selection short list, actions will include but are not limited to:

- Finalize pass and administrative costs with transit operators
- Enter into agreements with applicable agencies



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Next Steps

- Develop informational materials for students, including language translation and distribute to schools
- Identify and train on-site school administrators
- Design, create, print, and distribute passes
- Gather baseline data at recommended school sites
- Establish school site committees for ongoing outreach and communication

Recommendation

ACTAC unanimously approved this recommendation.

Recommendation to approve:

- Four pilot programs at eleven schools
- Shortlist of schools for expansion during the pilot program period (list of 36 schools)
- Alameda CTC prepares and enters into agreements and contracts to implement program for Fall 2016/2017 school year

Moving Forward

- Fall 2016: Pilot program implementation begins
- Summer 2017: Year One evaluation
- Summer 2018: Year Two evaluation
- Summer 2019: Year Three evaluation, and final recommendations

Thank you!