


## 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



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)

## 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 8<sup>th</sup> -10<sup>th</sup> 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 8<sup>th</sup> -10<sup>th</sup> 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

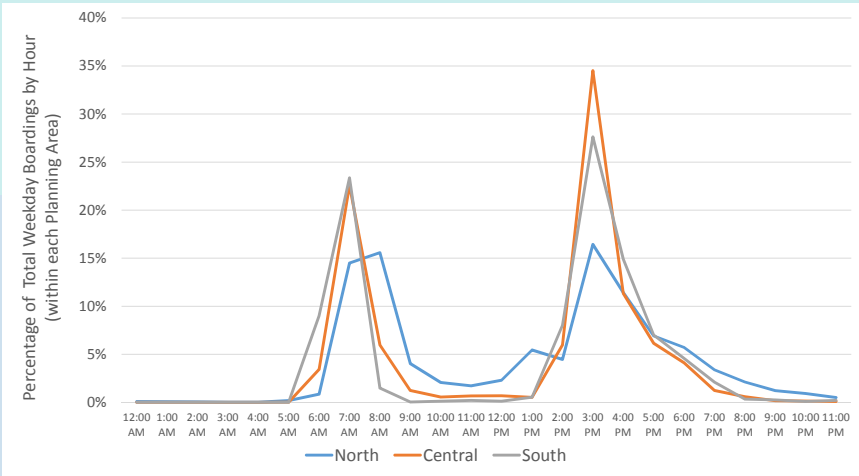
## Pass Distribution Summary

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%
<b>County-wide</b>	<b>8,198</b>	<b>2,634</b>	<b>100 ; 76</b>	<b>110</b>	<b>2,844 ; 2,820</b>	<b>34%</b>

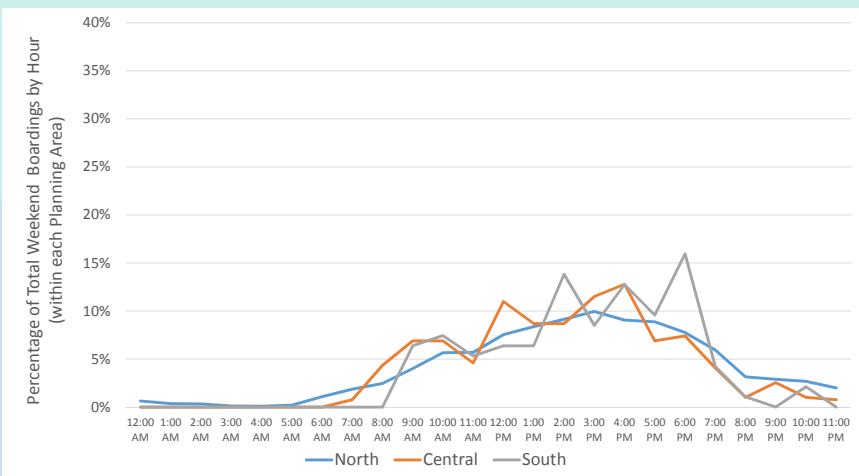
## Transit Usage

	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	116	125
<i>AC Transit</i>	<i>6,722</i>	<i>55</i>	<i>125</i>
<i>Union City Transit</i>	<i>7,457</i>	<i>61</i>	<i>N/A</i>
East	10,106	83	N/A
<b>Countywide</b>	<b>198,881</b>	<b>1,638</b>	<b>1,735</b>

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



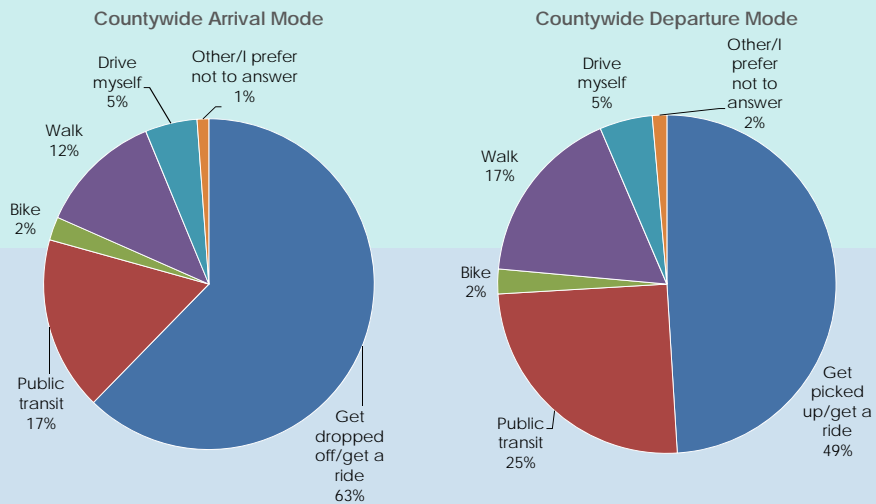
## AC Transit Student Passholders – Weekend Boardings by Hour (October 2016)



## 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
<b>North</b>	89%	11%	29%	30%
<b>Central</b>	63%	37%	13%	11%
<b>South</b>	12%	88%	91%	74%
<b>East</b>	13%	87%	115%	38%
<b>Countywide</b>	<b>27%</b>	<b>73%</b>	<b>33%</b>	<b>41%</b>

## Mode Split - Countywide



## Participating Students – Key findings

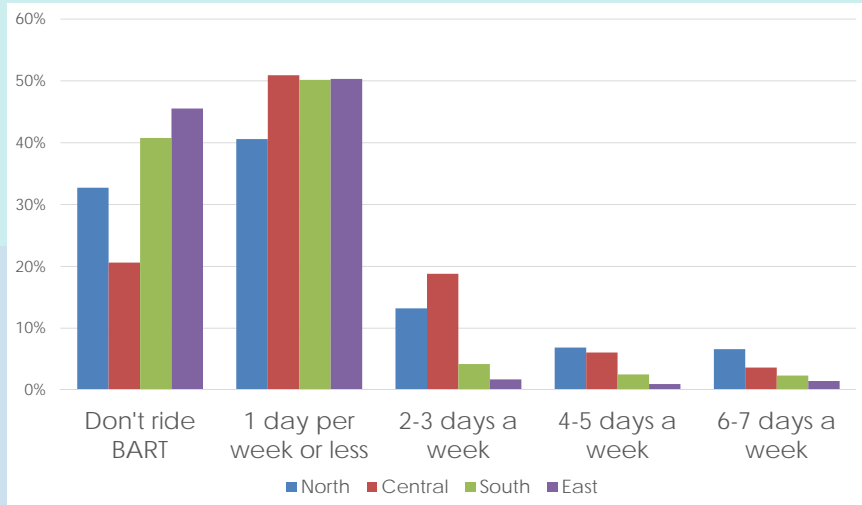
- Top uses of Passes:
  1. *Almost 70% use the pass to travel to and from school*
  2. *Afterschool activities*
  3. *Spending time with friends.*
- Top reasons program participants don't use Passes more often
  - *Participants prefer to travel other ways*
  - *Traveling by bus takes too long*
- More 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!