

AFFORDABLE STUDENT TRANSIT PASS PILOT PROGRAM Year Two Program Design Recommendations

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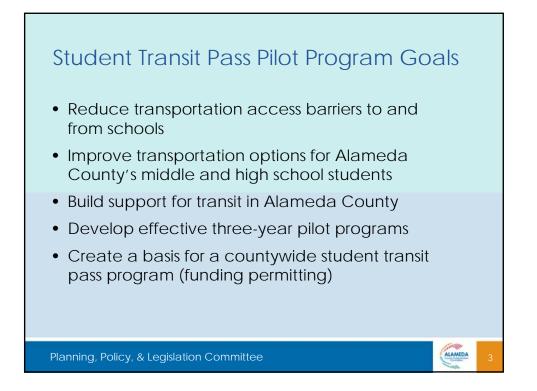
Cathleen Sullivan, Alameda CTC March 2017

Presentation Overview

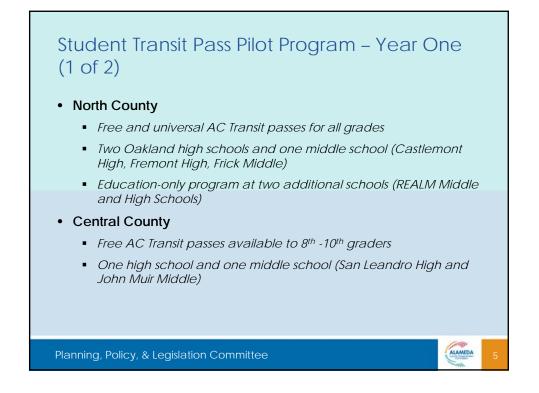
- Lessons learned from Year One Pilot Programs
- Recommended Changes for Year Two Pilot Program
- Next Steps

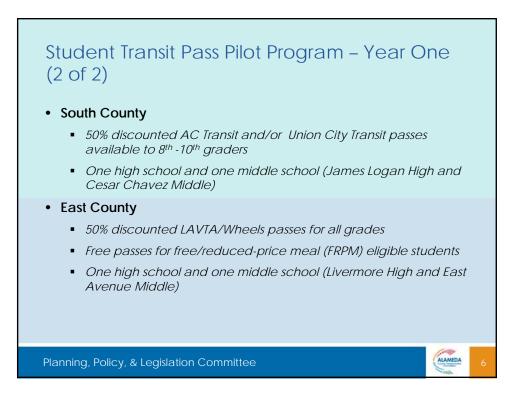


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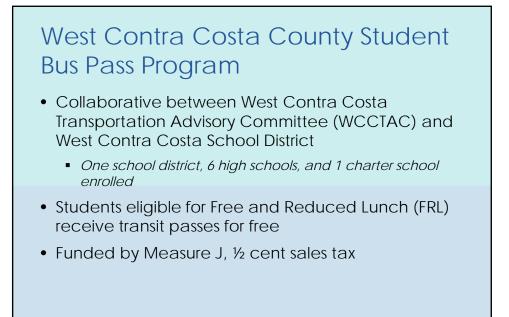
Planning	Total # Students Eligible	Number of Active Passes			Total #	Deuticius
Area Program		AC Transit	Union City Transit	LAVTA/ Wheels	Active Passes	Participa- tion Rate
North	1,832	1,670			1,670	91%
Central	1,616	813			813	50%
South	2,309	151	100 ; 76		251 ; 227	11% ; 10%
East	2,441			110	110	5%
County-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

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/universal programs have lowest administrative burden, and highest enrollment and pass costs
- Needs-based program warrants broader testing, but FRPM data may be difficult to utilize

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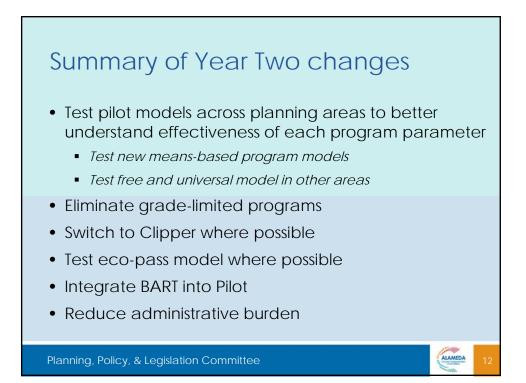


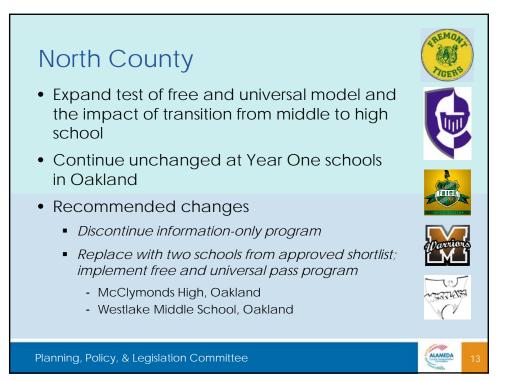
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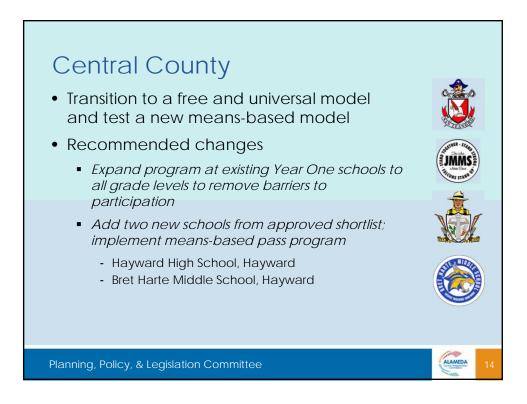
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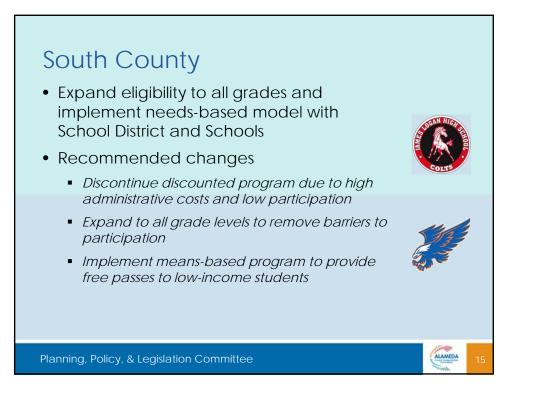
Activity	Estimated costs for 3-year pilot
Transit agency contract costs - purchase of transit passes	\$13 million (87% of total costs)
Direct costs (cards, pass stickers, travel training, direct program implementation, printing, educational materials, shipping)	\$900,000 (6% of total costs)
Program establishment, operations, administration, and evaluation (staff and consultant costs for three years)	\$1.1 million (<i>7% of total costs)</i>
Total	\$15 million
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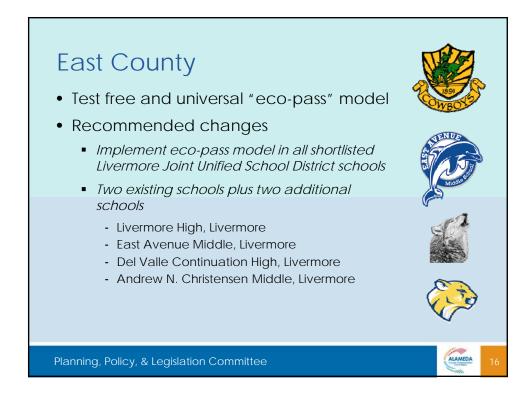
Budget	Update				
	Start-up and Year 1 (actuals + projected)	Year 2 (projected)	Year 3 (projected)	Totals	
Transit Agency contract costs (pass purchase)	\$2,000,000	\$5,000,000	\$6,000,000	\$13,000,000	
Direct costs	\$200,000	\$300,000	\$400,000	\$900,000	
Staff/Consultant Costs	\$600,000	\$250,000	\$250,000	\$1,100,000	
Totals	\$2,800,000	\$5,550,000	\$6,650,000	\$15,000,000	
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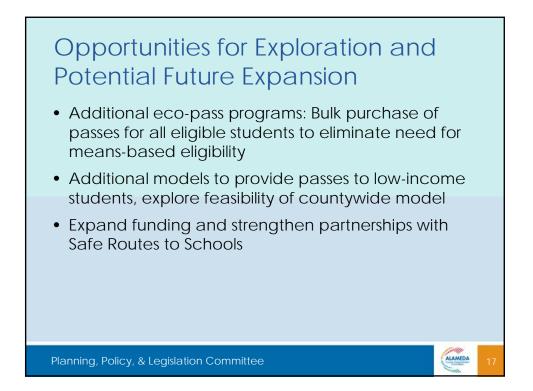




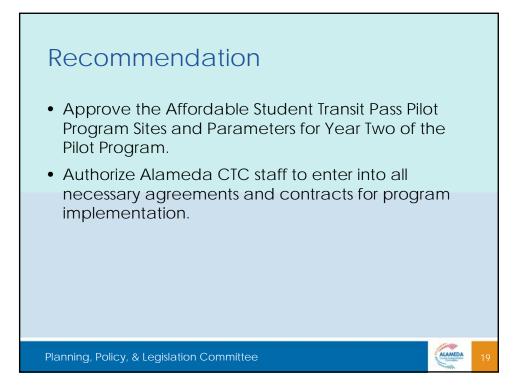




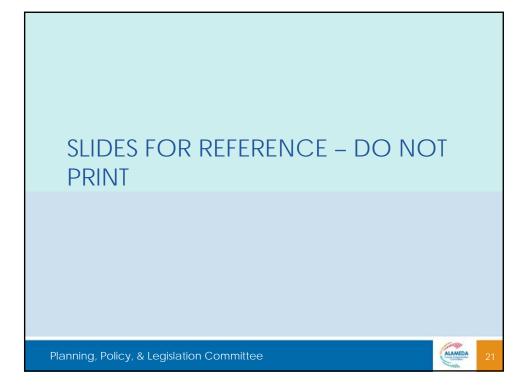


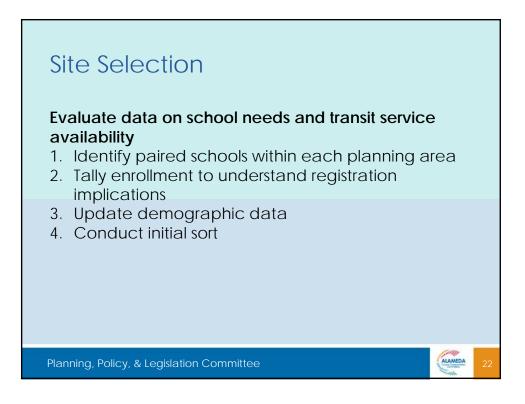






	North	Central	South	East	Total Schools
Free and Universal	Х	Х		Х	11
Means- based program		Х	Х		4
Schools	Oakland USD (5)	San Leandro USD (2), Hayward USD (2)	New Haven USD (2)	Livermore Valley JUSD (4)	15
Transit	AC Transit	AC Transit	AC Transit & Union City Transit	LAVTA eco-pass	





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

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- 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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