



AFFORDABLE STUDENT TRANSIT PASS PILOT PROGRAM Year Two Program Design Recommendations

Cathleen Sullivan, Alameda CTC
March 2017




Presentation Overview

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



Planning, Policy, & Legislation Committee



2

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)

Pilot Start-up and Year One

- March 2016: Commission approval
 - *Site selection methodology and framework*
 - *Performance evaluation framework*
- May 2016: Commission approval
 - *Shortlist of 36 eligible schools for 3-year Pilot based on site selection methodology and framework*
 - *Year One Pilot school sites*
- August 2016: Year One Pilot launch



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

- **North County**

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

Pass Distribution to Date

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%

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

West Contra Costa County Student Bus Pass Program

- Collaborative between West Contra Costa Transportation Advisory Committee (WCCTAC) and West Contra Costa School District
 - *One school district, 6 high schools, and 1 charter school enrolled*
- Students eligible for Free and Reduced Lunch (FRL) receive transit passes for free
- Funded by Measure J, ½ cent sales tax

3-Year Pilot Program Budget

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 (7% of total costs)
Total	\$15 million

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

Summary of Year Two changes

- Test pilot models across planning areas to better understand effectiveness of each program parameter
 - *Test new means-based program models*
 - *Test free and universal model in other areas*
- Eliminate grade-limited programs
- Switch to Clipper where possible
- Test eco-pass model where possible
- Integrate BART into Pilot
- Reduce administrative burden

North County

- Expand test of free and universal model and the impact of transition from middle to high school
- Continue unchanged at Year One schools in Oakland
- Recommended changes
 - *Discontinue information-only program*
 - *Replace with two schools from approved shortlist; implement free and universal pass program*
 - McClymonds High, Oakland
 - Westlake Middle School, Oakland



Central County

- Transition to a free and universal model and test a new means-based model
- Recommended changes
 - *Expand program at existing Year One schools to all grade levels to remove barriers to participation*
 - *Add two new schools from approved shortlist; implement means-based pass program*
 - Hayward High School, Hayward
 - Bret Harte Middle School, Hayward



South County

- Expand eligibility to all grades and implement needs-based model with School District and Schools
- Recommended changes
 - *Discontinue discounted program due to high administrative costs and low participation*
 - *Expand to all grade levels to remove barriers to participation*
 - *Implement means-based program to provide free passes to low-income students*



East County

- Test free and universal "eco-pass" model
- Recommended changes
 - *Implement eco-pass model in all shortlisted Livermore Joint Unified School District schools*
 - *Two existing schools plus two additional schools*
 - Livermore High, Livermore
 - East Avenue Middle, Livermore
 - Del Valle Continuation High, Livermore
 - Andrew N. Christensen Middle, Livermore



Opportunities for Exploration and Potential Future Expansion

- Additional eco-pass programs: Bulk purchase of passes for all eligible students to eliminate need for means-based eligibility
- Additional models to provide passes to low-income students, explore feasibility of countywide model
- Expand funding and strengthen partnerships with Safe Routes to Schools

Schedule & Next Steps



Recommendation

- Approve the Affordable Student Transit Pass Pilot Program Sites and Parameters for Year Two of the Pilot Program.
- Authorize Alameda CTC staff to enter into all necessary agreements and contracts for program implementation.

Recommendation Summary

	North	Central	South	East	Total Schools
Free and Universal	X	X		X	11
Means-based program		X	X		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	

SLIDES FOR REFERENCE – DO NOT
PRINT

Site Selection

Evaluate data on school needs and transit service availability

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

Short-Listed Schools

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