



Affordable Student Transit Pass Pilot Program Update

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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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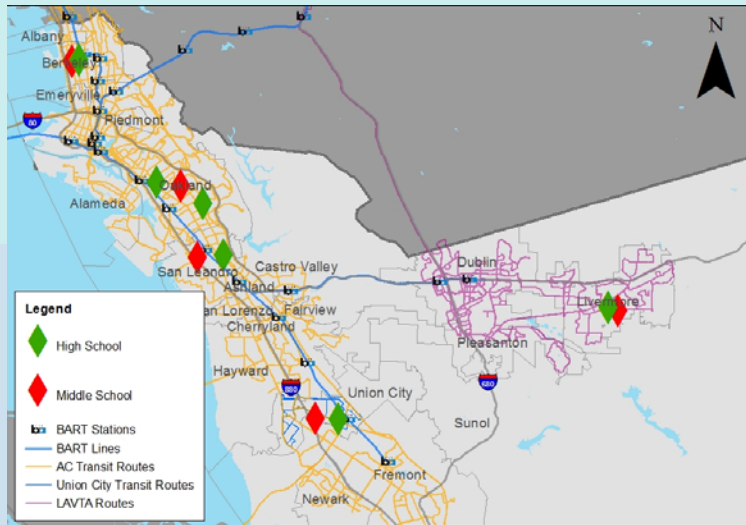
Student Transit Pass Pilot Programs Launched

- 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)*

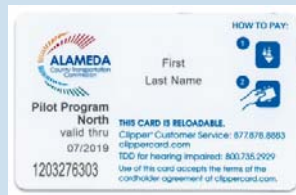


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Program Implementation Update

- Alameda CTC entered into agreements and contracts with school districts and transit operators
- Finalized pass pricing with transit operators
- Designed, created, printed, and began distributing passes
- Stakeholder Workshop

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12/2016
Student Pass Pilot
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Program Implementation Update

- Developed informational materials for students, translated materials, and distributed to schools
- Identified and trained on-site school administrators
- Attended orientations at schools



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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*

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*

Schedule



Questions?

