

	<p style="text-align: center;">ALAMEDA COUNTY TRANSPORTATION COMMISSION</p> <h2 style="text-align: center;">Student Transit Pass Program</h2>
	
	<p>Tess Lengyel, Deputy Director of Planning and Policy Commission Meeting October 22, 2015</p>

Recommendation

- PPC recommendation to Commission:
 - *Award contract to Nelson\Nygaard Consulting and Associates Inc. for not to exceed \$2 million*
 - \$1.4 million would be available for direct costs associated with technology, purchase of transit passes, or other direct expenses to deliver the transit pass program expeditiously to start in the 2016-17 school year.
 - \$600,000 for direct services from Nelson\Nygaard to develop and implement the pilot program for three years and perform evaluation and reporting on the project as part of Tasks 1-6 as described in the scope of services in Attachment A.
 - *Pilot programs must address unique needs in each area of the county*
 - The program is eligible to include non-transit programs such as crossing guards and one pilot program will test a free and universal pass

Program Purpose

- To expand **access opportunities to schools** on transit by testing different models of possible student transit pass programs for middle-school and high-schools students in Alameda County.
- The programs developed will need to **serve and/or address the geographically different areas of the County**.
- **Students at participating middle schools and high schools** will receive transit passes that will provide access to transit services for transport to school and afterschool activities, during the project period.
- The **model programs will be evaluated for effectiveness**, and **successful models will be implemented throughout the County** in middle schools and high schools.

Program Objectives

- **Reduce barriers** to transportation access to schools
- **Improve transportation options** for transit travel to school with the use of a student transit pass
- **Improve student transit ridership** with the aim of educating a new generation of transit riders
- **Improve transit access** to all students in middle and high schools, subject to funding availability
- **Leverage other programs** to provide benefit to the model programs implemented including but not limited to the Alameda County Safe Routes to Schools Program and the Alameda County Travel Training program

Scope of Services Overview

1. **Define and rationalize realistic models** for each planning area of the county that will address the program objectives and identify goals, performance measures and evaluation tools to evaluate effectiveness both on a periodic basis and over the three-year pilot term. This includes definition of program administration, budgets, eligibility and operational parameters.
2. **Review and analyze** existing programs nationally.
3. **Define how the multiple partners will be engaged** in the STPP to establish successful programs, including strategies for low-income communities. This includes school faculty, student and parent engagement in committees, as well as technical advisory and oversight committees.
4. **Define** how the proposed approach will **tailor each model** STPP program to each unique community and how the program will aim to expand participation at each school site.

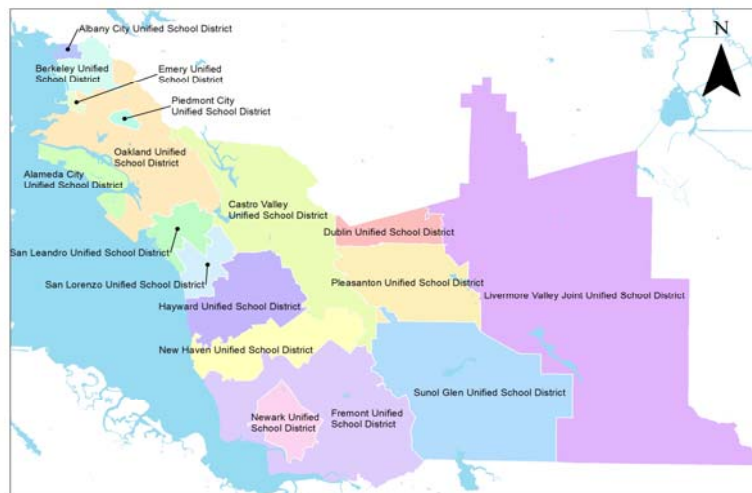
Scope of Services Overview (continued)

5. **Develop a program that removes barriers** to involvement in a STPP program for students, parents and staff at schools.
6. **Define** how **technology** can support implementation of the program.
7. **Implement and evaluate** the program.
8. **Identify opportunities for partnerships**, such as the Alameda County Safe Routes to School Program and Alameda County Travel Training Program, and additional funding.

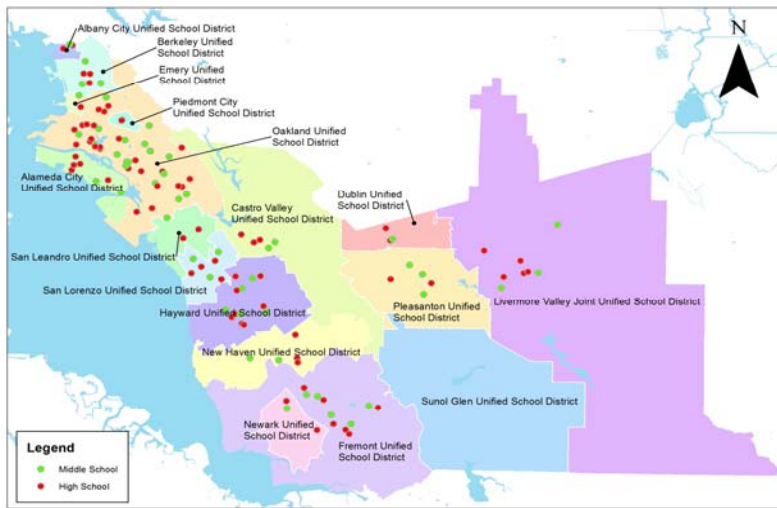
Pilot Programs

- The initial STPP pilots will run for approximately three years.
- Different models will be tested to address differences in geography, transit service availability, and economic needs in different areas of the County.
 - *Address free and reduced fares*
 - *Address different administration options*
 - *Address varying socio-economic needs*
 - *Address afterschool enrichment and job access*
 - *Address access needs to schools (i.e. access barriers, safety needs, crossing guards, capital needs)*
- The aim of the initial model programs is to gather data to determine success factors for implementing a program for all middle and high school students in Alameda County.
- Initiate pilots for 16/17 school year.

School Districts



Middle Schools and High Schools

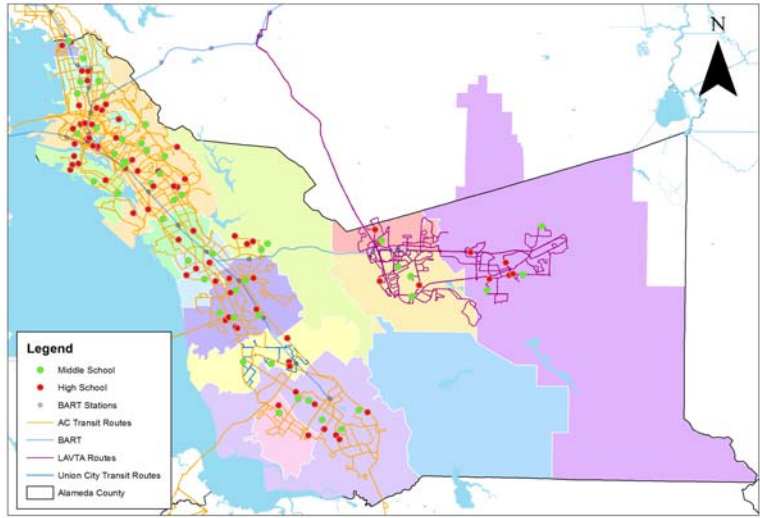


Affordable Student Transit Pass Program



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Schools and All Transit Routes



Affordable Student Transit Pass Program



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