



Alameda County Student Transit Pass Pilot Program

JANUARY 2018

PROGRAM OVERVIEW

The Student Transit Pass Pilot (STPP) Program expands transportation options and makes it easier for Alameda County's middle and high school students to travel to and from school and school-related programs, jobs and other activities. The three-year, \$15 million program is identified in the voter-approved 2014 Transportation Expenditure Plan funded by Measure BB and designed to account for geographic differences within the county.

Delivering on our promise to Alameda County voters, the program goals are to:

- 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.
- Develop effective three-year pilot programs.
- Create a basis for a countywide student transit pass program (funding permitting).

PILOT DURATION

The program is expected to run from August 2016 through July 2019, and several pilot program models are being tested during this time to evaluate the best future options for Alameda County. In March 2016, the Commission approved a site selection framework and a shortlist of 36 school sites that are eligible during the three-year pilot program. Throughout this process, feedback was solicited from interested stakeholders.

PROGRAM BENEFITS

- Improves access to school, after-school activities and jobs.
- Increases the use of public transit by middle and high school students.
- Reduces the financial burden of transportation costs on families.
- Educates students about travel options and the effects of travel choices on the environment.
- Reduces traffic congestion and greenhouse gas emissions from vehicles.

STUDENT COMMENTS

"... You should keep doing this, it helps a lot of us with money issues."

"... it lets me be more independent."

"... I started not being late to school ..."

"I was able to get a job, because I have a Clipper card ..."



Students boarding a bus in Alameda County.



PROGRAM MODELS

Several different models are being tested and evaluated during the three-year pilot which account for different transit options, geographies and economic conditions throughout the county. In May 2016, the Commission approved the first year program design. In March 2017, the Commission approved the second year program design. The following models are being tested during the second year.

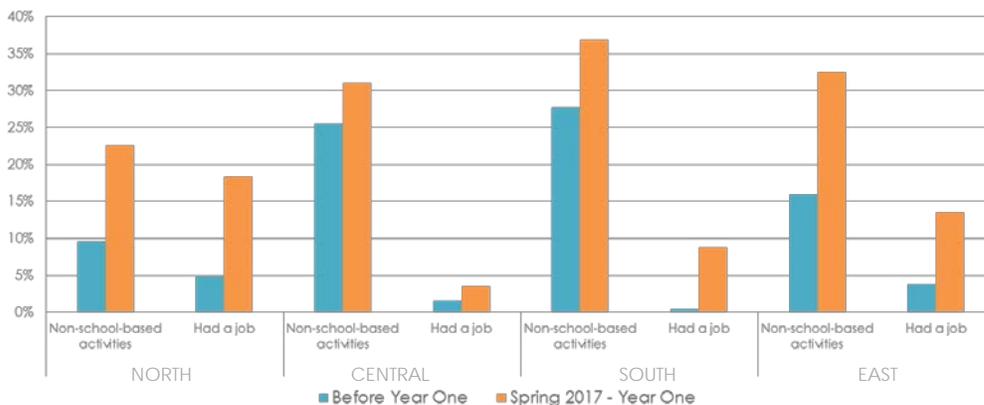
- **Free and universal program:** All students at five schools in the Oakland Unified School District and two schools in the San Leandro Unified School District have access to a free AC Transit bus pass on a Clipper card. All students at four schools in the Livermore Unified School District have access to a free Wheels bus pass on a Clipper card.
- **Means-based program:** All low-income students at two schools in the Hayward Unified School District have access to a free AC Transit bus pass on a Clipper card. All low-income students at two schools in the New Haven Unified School District have access to a free AC Transit and Union City Transit bus pass on a Clipper card.

A discounted model and a grade-limited model were also tested during the first year of the program and determined to be ineffective.



Students registering for the STPP program in August 2016.

PARTICIPANT INVOLVEMENT IN AFTER-SCHOOL ACTIVITIES



PROGRAM EVALUATION

- In year one, nine Alameda County schools in four school districts participated in the STPP program.
 - Students used 2,928 active passes in year one.
 - The STPP facilitated 564,000 transit trips between August 2016 and July 2017. On average, each participant used transit 17 times per month from September to July.
 - The majority of program participants use transit approximately around school bell times and tapering into the evening, which supports the program's intention to facilitate transit access for middle and high school students to school and after school activities.
 - According to student surveys, more students use transit in the afternoon than for travel to school in the morning.
 - More than 50 percent of participating students in each part of the county said that the cost savings provided by the STPP is important to the student and his or her family.

In March 2016, the Commission approved an evaluation framework for the pilot program including 18 quantitative and qualitative measures to assess the effectiveness of the pilot program models. The [Year One Program Evaluation Report](#) was complete in October 2017.

Note: Information on this fact sheet is subject to periodic updates.