


AFFORDABLE STUDENT TRANSIT PASS PILOT PROGRAM Year Two Mid-year Update & Year Three Recommendations

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Presentation Overview

- Review Pilot Program Design
- Preliminary Mid-Year Results
- Year Three Pilot Recommendations

➤ Approval of Year Three Pilot Program Design



Planning, Policy, & Legislation Committee



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Student Transit Pass Pilot 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)



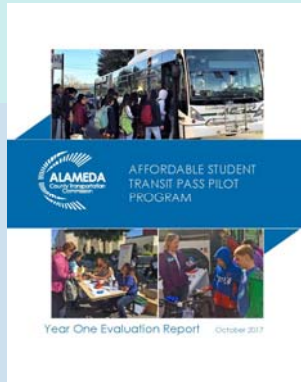
Student Transit Pass Pilot Background

- Spring 2016 Commission approvals
 - *\$15 million allocated for 3-year pilot*
 - *Site selection framework and shortlist of 36 schools for 3-year pilot*
 - 9 schools in Year One
 - *Evaluation Framework*
- Spring 2017 Commission approval
 - *Year Two pilot model changes*
 - *Expansion to 15 schools*



Program Evaluation

- Evaluation Framework approved by Commission
- 18 quantitative and qualitative measures, including:



- *Student perception of transit options and barriers*
- *Student transit ridership*
- *Pass penetration and ease of use*
- *After school activity participation*
- *Participant, student attendance*
- *Program cost per participant and administrative costs*

Year One Pilot Impacts - Highlights

- Participating students and school administrators report **easier access to transit and increased attendance**.
- **Participating students take transit more often** and are generally **more satisfied with transit** than non-participants.
- Two-thirds of participants stated that the **cost savings provided by the program is important**.
- Program participants reported **more involvement in non-school-based afterschool activities and jobs** at the end of Year One than before the program began.

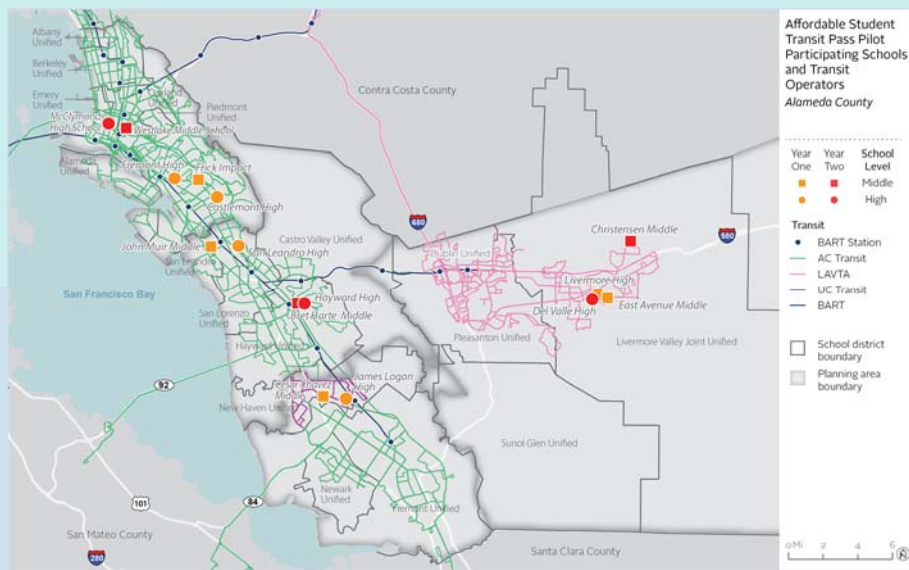
Year Two Program Design

Parameters	Options Tested	North	Central	South	East
Pass Format	Clipper	X	X	X*	X*
Pass Cost	Free	X	X	X*	X*
Pilot Model	Universal	X	X*		X
	Means-based		X*	X	
Transit Service	AC Transit	X	X	X	
	Union City Transit			X	
	LAVTA				X
	BART (high schools only)	X	X	X	
Districts		1	2	1	1
Schools		5	4	2	4

*These program elements were new or changed from Year One.



Participating Schools



Preliminary Year Two Findings

- Increased participation compared with Year One
 - *Participation still varies by area of the county*
- Lower demand for BART tickets than bus passes
- Reduced administrative complexity and level of effort overall, except:
 - *BART ticket handling added complexity*
 - *Areas with multiple transit agencies still complex*



Year Two Pass Distribution Summary (Nov 2017)

	Total # Students Eligible	Number of Participants	Participation Rate
Oakland (North)	2,706	2,416	89%
San Leandro (Central)	3,603	1,758	49%
Hayward (Central)	1,598	441	28%
Union City (South)	2,597	671	26%
Livermore (East)	3,396	769	23%
Totals	13,900	6,055	44%



Year Two Bus Transit Usage (Nov 2017)

	Monthly Transit Boardings by Participants	Average Boardings Per Participant
Oakland (North)	50,049	21
San Leandro (Central)	12,877	7
Hayward (Central)	3,214	7
Union City (South)	6,758	10
<i>AC Transit</i>	4,113	--
<i>Union City Transit</i>	2,645	--
Livermore (East)	5,015	7
Countywide	77,940	13

Per Middle School Participant: **10**
 Per High School participant: **14**



BART Implementation and Usage

- Participating high schools in BART's service area (6 schools)
- Eligible students can receive one \$50 ticket
 - *Ticket value sought to balance administrative burden of distribution, budget implications, and risk of loss by students*
 - *Provides information on students' BART access needs*
 - *Tickets are non-replaceable and non-refundable*



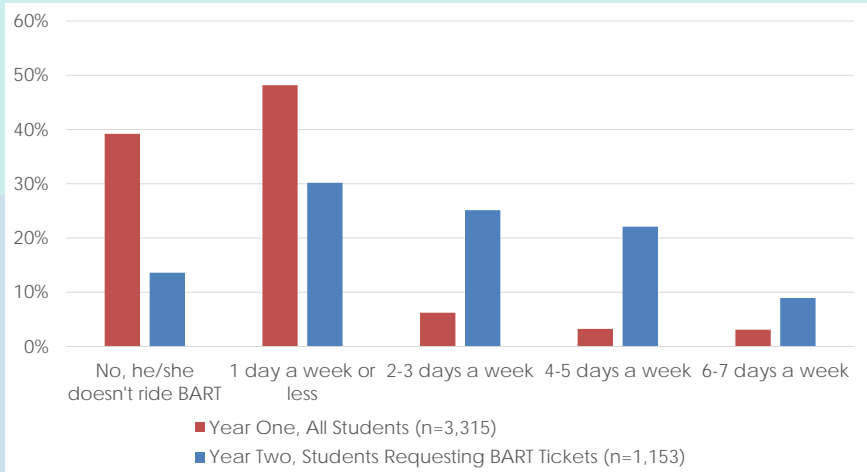
BART Ticket Distribution and Use

	Percentage of Eligible Students Requesting BART Tickets	Percentage of Tickets Requested that Have Been Used
Oakland (North) -Castlemont HS -Fremont HS -McClymonds HS	40%	29%
San Leandro (Central) -San Leandro HS	37%	28%
Hayward (Central) -Hayward HS	26%	5%
Union City (South) -James Logan HS	18%	32%
All Participating Schools	32%	26%

BART Ticket Usage

	Number of Tickets Used (Aug-Nov 2017)	Total Trips (Aug-Nov 2017)
Oakland (North) -Castlemont HS -Fremont HS -McClymonds HS	240	2,294
San Leandro (Central) -San Leandro HS	274	1,683
Hayward (Central) -Hayward HS	16	79
Union City (South) -James Logan HS	112	1,043
All Participating Schools	642	5,099

Frequency of BART Usage as Reported by Students

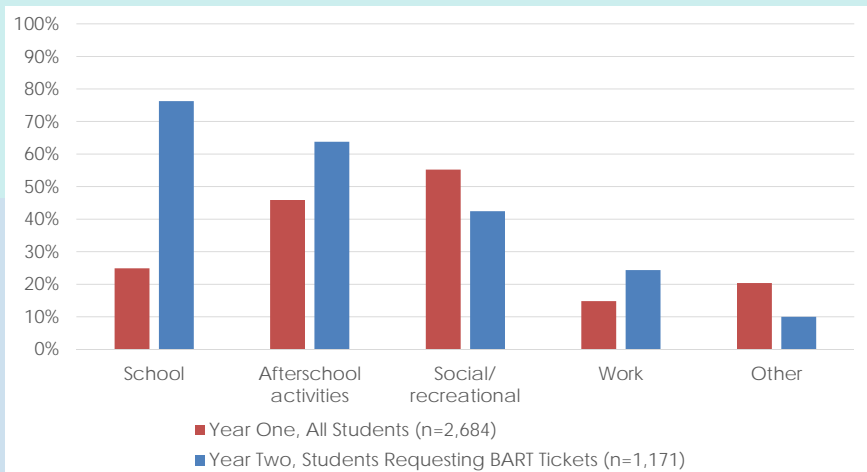


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Reported BART Ticket Trip Purpose



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BART Ticket Usage by County

County-Entry	County-Exit			
	Alameda	Contra Costa	San Francisco	San Mateo
Alameda	64%	4%	15%	1%
Contra Costa	3%	0%	0%	0%
San Francisco	12%	0%	1%	0%
San Mateo	1%	0%	0%	0%

Outreach and Engagement



Travel training at Cesar Chavez Middle School, Union City



Tabling at James Logan High School, Union City

Regional Peer Program Research

- Three Bay Area student transit pass programs:
 - *SFMTA Free Muni for Youth*
 - *West Contra Costa Student Bus Pass Program*
 - *Marin Transit Youth Pass Program*
- All only include low-income students
- Regardless of design, all programs rely on significant involvement by schools/districts as best way to access students
- All three programs include only bus or local rail (i.e. SF Muni), no regional rail systems participate (e.g. BART or SMART)
- Estimated administrative costs range from 3% to 11%
- Funded from general fund or sales tax

Year Three Recommendations

- Based on lessons learned (Years One and Two)
 - *Two current models show promise: Free/Universal, Free/Mean-based*
 - *Testing same model across multiple planning area yields important data*
 - *Maintaining school-based model and designated on-site administrators encourages student participation*
- Expansion within 3-year Pilot will follow Commission approved short-list and evaluation framework

Recommended New Year Three Schools

- North County
 - *Free and Universal*
 - Oakland High, Oakland
 - Roosevelt Middle, Oakland
- South County
 - *Free and Universal*
 - Newark Junior High, Newark
 - Newark Memorial High, Newark
 - *Free and Means-Based*
 - American High, Fremont
 - William Hopkins Junior High, Fremont



Students & Schools Eligible

School District	Year Two			Year 3 (recommended)		
	Schools	Students Eligible	% of Total	Schools	Students Eligible	% of Total
Oakland (North)	5	2,706	19%	7	4,792	25%
San Leandro (Central)	4	3,609	37%	4	3,609	27%
Hayward (Central)		1,598			1,598	
Union City (South)	2	2,581	19%	6	2,581	30%
Fremont (South)		--			421	
Newark (South)		--			2,604	
Livermore (East)	4	3,396	24%	4	3,396	18%
Totals	15	13,890		21	19,001	



Year Three Recommendations

- Continue integration with the Safe Routes to Schools (SR2S) Program, e.g. transit/travel training, integrated walk/bike/transit education
- Work with transit agencies to advertise and, if possible, distribute youth Clipper cards to non-eligible students in means-based programs
- Continue exploration of eco-pass options with transit agencies
- Continue to seek additional funding for long-term expansion



Budget for 3-Year Pilot Program

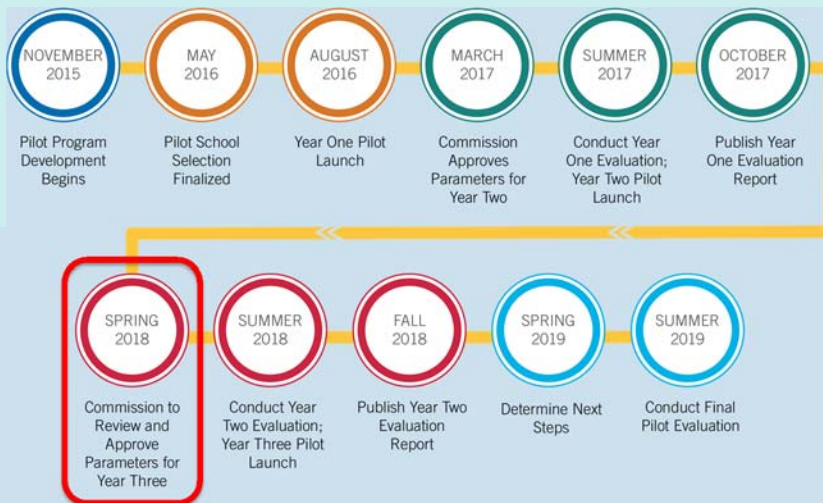
Activity	Estimated costs for three year pilot
Transit agency contract costs for purchase of student transit passes	\$11.8 million (83% of total costs)
Direct costs for transit pass purchase (cards only, not service), travel training costs, printing, educational materials, shipping	\$760,000 (5% of total costs)
Program establishment, operations, administration and evaluation (staff and consultant costs for three years)	\$1.73 million (12%) of total costs
Total	\$14.29 million



Key Long Term Questions

- Governance and administration
- Ridership demand and capacity considerations
- Cost structure
- Funding and fiscal sustainability

Schedule & Next Steps



Thank you!

