



# Alameda County Student Transit Pass Pilot Program

FEBRUARY 2019

## 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 to July, 31 2019, and several pilot program models have been 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

"... The program has helped my family save money."

"... I use UC Transit to get home and AC Transit to go to the mall."

"... It has given me a little more independence..."

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



Students boarding a bus in Alameda County.



## PROGRAM MODELS

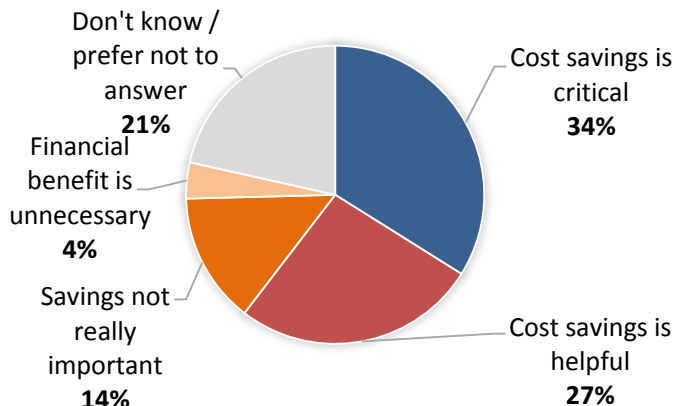
Several different models are being tested and evaluated during the three-year pilot which account for different transit options, geographies and economic conditions throughout the county. In May 2016, the Commission approved the first year program design. In March 2017, the Commission approved the second year program design. The program design for the third and final year of the pilot was approved by the Commission in February 2018. Two program models (Free/Universal and Free/Means-Based) are being assessed in Year Three.

- **Free and universal program:** All students at seven schools in the Oakland Unified School District, two schools in Newark 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 and two schools in Fremont 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.



Students registering for the STPP program in August 2016.

## IMPORTANCE OF BUSS PASS COST SAVINGS TO PARTICIPANT FAMILIES



## PROGRAM EVALUTION

- In year two, 15 Alameda County schools in five school districts participated in the STPP program.
  - 6,600 participants in Year Two.
  - Compared to Year One, overall STPP participation increased from 36 percent to 48 percent for all eligible students.
  - The STPP facilitated nearly 900,000 transit trips between August 2017 and July 2018. On average, each participant used transit 12 times per month during the school year from September to May.
  - The majority of program participants continue to report positive perceptions of transit which supports the program's intention to build support for transit in Alameda County.
  - 60 percent of participating students indicated 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.

The [Year Two Program Evaluation Report](#) was completed in November 2018.

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