



STUDENT TRANSIT PASS PROGRAM

Phase 1 Implementation Update



A presentation to the Alameda CTC Planning, Policy and Legislation Committee

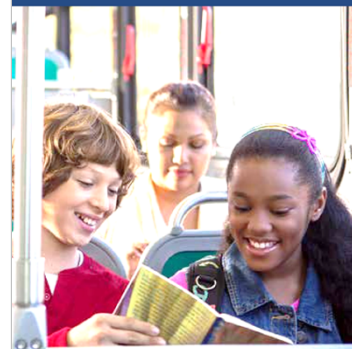
Kate Lefkowitz, Alameda CTC Staff

October 14, 2019

Overview

- Phase 1 Expansion Parameters
- Key Program Changes
- Expansion Status and Current Participation
- Next Steps

Alameda County
Transportation Commission
Student
Transit Pass Pilot
Program



Program 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
- Developed effective three-year pilot programs
- Created a framework for a countywide student transit pass program



Student Transit Pass Program Background

- In December 2018, Commission approved a phased expansion over five years
- Key program changes between three year pilot and Phase 1
 - New application, protocols and processes, contracts and Youth Clipper card
 - Three year pilot
 - **Year 1** (nine schools), **Year 2** (15 schools) **Year 3** (21 schools)
 - Phase 1
 - Tripled the number of schools: 62 schools, 11 districts



Approved Program Expansion Principles

- Maintain financial need as a key criteria for expansion
- Continue the program in all currently participating schools
- Focus on students at schools with transit service
- Perform district-based expansion
- Phase expansion over time



Phase 1 Expansion Milestones

- **December 2018**
 - Commission approval for Student Transit Pass Program (STPP) continuation and expansion
- **January through March 2019**
 - Initiated Phase 1 expansion based on STPP expansion principles
- **April through June 2019**
 - Transit agency and school district meetings
 - Contract development
 - Finalized STPP processes and protocols
- **June 2019 to present**
 - Onboarded 62 schools
 - Generated STPP Youth Clipper Cards

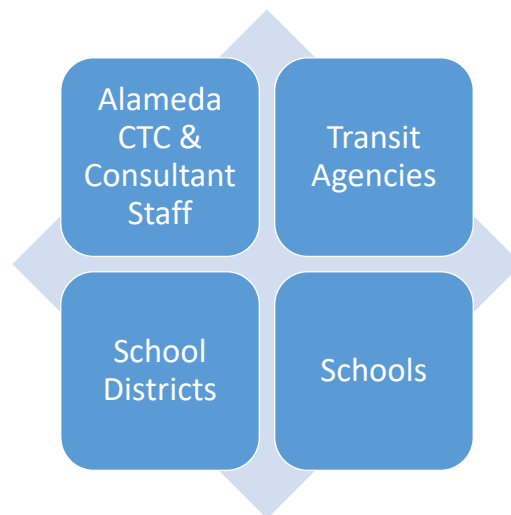


Phase 1 Implementation

- New protocols and processes for Alameda CTC and Transit Agency Partners
- Identification and significant coordination with school site administrators
- Training and support at schools to orient staff on new protocols and processes



Implementation Partnerships



Program Implementation

- Transitioned to Youth Clipper Card
- New Student Transit Pass Program application
- Student Transit Pass Program Protocols
 - Verification of Date of Birth

CLIPPER YOUTH APPLICATION
ALAMEDA COUNTY STUDENT
TRANSIT PASS PROGRAM
Livermore Valley Joint Unified
School District

APPLICATION INSTRUCTIONS
Complete and submit this application to obtain a free Student Transit Pass on a Youth Clipper card if you are enrolled in an eligible school.

DISCOUNTED FARES
Youth Clipper cards qualify for discounted youth fares based on age and eligibility. Cards are available for youths aged 5 to 18.

Step 1: CARDHOLDER CONTACT INFORMATION All fields in Step 1 are required.

First Name _____ Middle Initial _____ Last Name _____
Address _____ Apt # _____ City _____ State _____ Zip Code _____
Day Phone _____

Step 2: CLIPPER ACCOUNT INFORMATION If student already has a Youth Clipper card (NOT a Student Transit Pass-Not cards), provide ID card number located on back of card.

Step 3: CARDHOLDER PROOF-OF-AGE DOCUMENT
Date of Birth (MM/DD/YYYY) _____
Student ID Number _____
School Name _____
Clipper requires you to provide student's email address for verification purposes: _____
Staff Member Verification of Date of Birth: Initial _____ Date _____

Step 4: SIGNATURE Signature is required.
By signing, I attest that the information on this application is true and correct.
Parent or Guardian Signature _____ Date _____

Step 5: SUBMIT APPLICATION
Submit your application to your school's front office.
Questions? Call Clipper Customer Service at 877.875.8888. Please view the Clipper Privacy Policy at clippercard.com/privacy.



Student Transit Pass Program Youth Clipper Card Benefits

- Unlimited AC Transit, Union City or LAVTA Wheels pass
- 50 percent discount on BART
- Good for five years (provided student meets program requirements)
- Students do not need to reapply for program as long as student is enrolled in a participating STPP school within the county





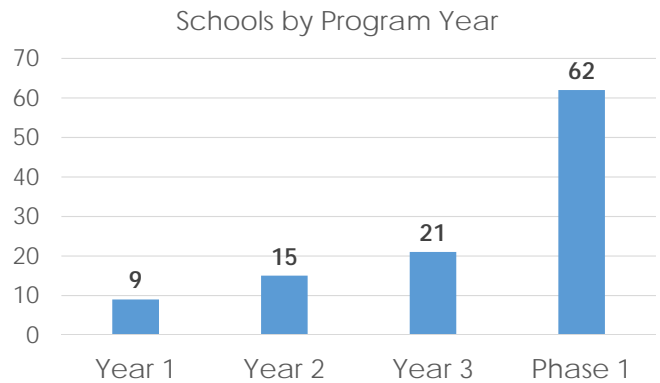
Phase 1 Schools: 62 Schools, 11 Districts

Planning Area	School District	Model	No. of Qualifying Schools	All vs. Subset	Eligible Students
North/ Central	Alameda Co. Office of Education	Free/Universal	5	All	204
North	Alameda USD	Means-based/Free	1	Subset	26
North	Emery USD	Free/Universal	2	All	743
North	Oakland USD	Free/Universal	15	Subset	7,537
Central	Hayward USD	Means-based/Free	9	All Non-charter	5,216
Central	San Leandro USD	Means-based/Free	4	All	2,978
South	Fremont USD	Means-based/Free	2	Subset	806
South	New Haven USD	Means-based/Free	5	All	3,379
South	Newark USD	Means-based/Free	4	All	1,435
East	Livermore USD	Free/Universal	9	All	8,026
East	Pleasanton USD	Means-based/Free	6	All	775
Grand Total	11 District		62		31,134



Phase 1 Participation

- Expansion tripled the number of participating schools
- Expanded to 41 new schools and four new school districts
 - Total: 62 schools in 11 school districts
- **10,931** applications received



Phase 1 Ongoing Monitoring Framework

- Continue to conduct evaluation of the program through the expansion period
- Utilize a more streamlined and focused set of board adopted evaluation criteria based on lessons learned in the pilot program



Phase 1 Ongoing Monitoring Framework

	Evaluation Criteria	Purpose	Related STPP Goal
1	Participation Rate	To determine the level of uptake of the passes by students	<ul style="list-style-type: none"> Remove barriers Increase options
2	Pass Usage	To determine how often students use their passes	<ul style="list-style-type: none"> Increase options Build support for transit
3	Transit Ridership and Capacity	To determine the pass program impact on transit agency ridership and capacity	<ul style="list-style-type: none"> Build support for transit
4	Program Costs Including Administrative/Overhead costs	To understand the overall cost-benefit ratio of the pass program and the efficiency of program administration	<ul style="list-style-type: none"> Implement Cost Effective Program



Schedule – Upcoming Activities

- February 2020
 - Commission Update
 - Final three year pilot evaluation report
 - Proposed 2020-2021 expansion plan
- February-June 2020
 - Expansion development of 2020-2021 school year program
- August 2020
 - Launch 2020-2021 program



