

STAFF REPORT

SUBJECT: Alameda CTC – Affordable Student Transit Pass Program

FROM: Christy Wegener, Director of Planning & Communications

DATE: June 27, 2016

Action

None – Information Only

Background

This staff report contains an update of the Alameda County Transportation Commission (Alameda CTC) Measure BB-funded Affordable Student Transit Pass Program.

Discussion

One of the key projects being funded from Measure BB is a pilot Affordable Student Transit Pass Program (Affordable STPP). The project aims to eliminate barriers to transportation access to and from schools to increase youth school attendance and engagement in extra-curricular activities; to increase transportation options for families; and, to increase student transit ridership. The Affordable STPP will test different models of student transit pass programs that will serve different geographical areas of Alameda County. The pilot program is funded for three years through Measure BB, the ½ cent sales tax passed by county voters in 2014.

To develop and administer the pilot program, Alameda County has been subdivided into four areas: North County, Central County, South County, and East County. The East County project area includes LAVTA’s service area of Dublin, Pleasanton, and Livermore. For the first year of the program, eleven schools have been selected, at least two in each area of the county. Schools were determined using a variety of factors: economic need, availability of transit, and school readiness. To track long-term student usage, school pairing (middle to high school) was also considered.

In East County, the pilot student pass program will be deployed at a high school and a middle school: Livermore High School and East Avenue Middle School. The parameters of the East County pilot pass program are as follows:

- Monthly passes on Wheels will be given to all students qualifying for free or reduced lunch (~20% of all students)
- Reduced-priced monthly passes will be available for sale to all other students at both schools

- Alameda CTC will pay LAVTA for the full cost of each monthly pass distributed or sold (currently \$60 per pass, per month)
- Students will flash their student-body ID card to the bus driver. Drivers will be trained to confirm validity using a color-coded sticker and will track ridership for each school.
- LAVTA will be providing monthly statistics to Alameda CTC on the pass utilization at each school. LAVTA will work with Alameda CTC to determine the exact reports that will be needed for program evaluation.
- In 2017/2018, the passes are planned to move to Clipper.

Action Requested

None – Information only

Attachments:

None