



Board Report

File #: 2016-0333, File Type: Program

Agenda Number: 41

REGULAR BOARD MEETING MAY 26, 2016

SUBJECT: COMMUNITY COLLEGE STUDENT TRANSIT PASS PILOT PROGRAM - MOTION 49.1

ACTION: APPROVE ADOPTION OF UNIVERSAL COLLEGE STUDENT TRANSIT PASS (U-PASS) PILOT PROGRAM

RECOMMENDATION

ADOPT the **Universal College Student Transit Pass (U-Pass) Pilot Program**.

ISSUE

As part of an ongoing effort to pursue strategies to increase student transit ridership, motion 49.1 requested an assessment of the feasibility of piloting a Universal Community College Student Transit Pass Program.

Currently, there are more than 1.4 million public college students in Los Angeles County, and only 14,000 (1%) are actively participating in Metro's reduced fare college pass programs, the College/Vocational (C/V) Pass and Institutional Transit Access Pass (I-TAP) programs. In addition, the C/V and I-TAP programs are only offered to full-time students who represent only 30% of public students in Los Angeles County, while the remaining 70% of students are considered part-time and are not eligible for these programs. Lastly, Metro's systemwide average fare per boarding (FPB) is \$0.75 while the I-TAP group rate pricing is only generating \$.29 per boarding. As a result, the I-TAP group rate pricing model is no longer revenue neutral to Metro, and combined, these programs are not reaching a large enough percentage of the student population.

Riding transit is an important life skill that should be learned at a young age. Many adults who have not previously ridden transit are intimidated by learning new routes and afraid of getting lost on an unfamiliar system. Broadening the use of transit at the college level will teach this skill in conjunction with other learning and create riders for life because users will understand the system.

DISCUSSION

Full-time undergraduate and graduate students in Los Angeles County are eligible for a reduced fare College/Vocational 30-day pass that is offered at a \$43 per month, a 57% discount from the regular Metro 30-day pass which is \$100 per month. In order to be eligible for the C/V pass, undergraduate students must be enrolled in a minimum of 12 units or 12 hours of in-classroom study per week for a minimum of 3 consecutive months. Graduate students must be enrolled in a minimum of 8 units of in-classroom study per week for a minimum of 3 consecutive months. Students can purchase the reduced fare TAP card directly from Metro and load it at Ticket Vending Machines (TVMs), customer centers, vendor outlets, or online.

In 2003 the Board adopted the I-TAP program. This program was designed to increase student ridership, while keeping the program revenue neutral for Metro. The I-TAP program allows schools to purchase passes directly from Metro on a semester or quarterly basis. Currently, there are only four (4) colleges participating in the I-TAP program:

- UCLA and USC are enrolled in the retail pricing model. The retail pricing model is the regular price of \$43/month or \$9.92/week multiplied by the number of weeks in a semester. (The weekly rate has been corrected to \$10.03 moving forward to reflect the 30-day rate divided by 30 multiplied by seven days.)
- Pasadena City College and Rio Hondo College are enrolled in the group rate pricing model. The group rate pricing model is based on the total number of full-time students multiplied by the group rate multiplied by the number of weeks in a semester.

Ridership data indicates that the I-TAP group pricing model resulted in a substantial increase in transit ridership over a five (5) year period (2010 - 2014):

- PCC increased ridership from 11% to 41% of their full-students
- Rio Hondo increased ridership from 7% to 44% of their full-time students

This resulted in an average ridership increase of 7% per year. Additional Metro bus services were added to support this growth in ridership. However, the current I-TAP Program at PCC and Rio Hondo is no longer revenue neutral for Metro. The average fare collected for these programs is \$0.29 per boarding versus the system average of \$0.75. Currently, there are approximately 7,000 active I-TAP users and 16,400 active College/Vocational TAP cards, but on average only 6,800 C/V Monthly Passes are being loaded.

In addition, Metro has not been utilizing existing and new technologies efficiently to improve these programs. Currently, the I-TAP and C/V paper applications are processed and uploaded manually. C/V applications became available online in September 2015 and represent approximately 5% of the total applications received since then. In March 2016, staff added a web link to the online application from the College Programs page on Metro.net and online applications rose to 9%. Metro has been processing an average of 2,100 paper applications per month and also handling the verification of each individual student's units, which has caused a wait time of 4-6 weeks for students to receive their C/V TAP cards from the time of application. However, many students are registering for their classes online and colleges have the ability to electronically verify their enrollment. Online

registration could be modified to allow students to add transit participation along with their enrollment. New TAP chip technology also exists which would allow a sticker with an embedded computer chip and an RFID antenna to be applied directly to the student ID cards, replacing the need for photo ID C/V TAP Cards. Just like existing TAP cards, these chips have the ability to be loaded remotely, reducing the need for a student to physically to go an office to reload or reactivate their cards once they have registered.

U-Pass Task Force Results

In November 2015, Metro Commute Services established two (2) U-Pass Task Force teams that included:

Internal Task Force (Metro):

- Office of Management and Budget (OMB)
- TAP Operation
- Office of Extraordinary Innovation

External Task Force:

- Los Angeles County colleges and universities including:
 - California Institute of Technology (CalTech)
 - California State University Dominguez Hills
 - California State University Long Beach (CSULB)
 - California State University Los Angeles (CSULA)
 - California State University Northridge (CSUN)
 - Cerritos Community College
 - Citrus College
 - LA Community College District (LACCD)
 - LAUSD Adult Vocational Programs (LAUSD)
 - Mount San Antonio College (Mt. SAC)
 - Pasadena City College (PCC)
 - Rio Hondo Community College
 - University of California at Los Angeles (UCLA)
 - University of Southern California (USC)
- Local municipal transit providers and organizations including:
 - Foothill Transit
 - Long Beach Transit
 - Los Angeles Department of Transportation (LADOT)
 - Move L.A.

In addition, an online survey was distributed to collect feedback from the colleges. The survey was anonymous to allow for the highest level of honest feedback and addressed issues such as satisfaction with existing Metro transit service, and cost and funding of student transit programs. Primary findings from the survey included:

- College transit programs are currently funded through pass sales, student fees, revenue from

- parking fines and fees, and associated student associations
- 73% are very satisfied or satisfied with the transit service at their campus
- 82% say not having enough parking is an issue on their campus
- 64% do not believe they have adequate funding for the program
- 30% feel that not including part-time students is limiting participation, and
- 60% are willing to co-market a Universal Pass program on their campus with Metro support

As a result of the feedback from the, Internal and External Task Force teams and survey responses, the overall recommendations are as follows:

- Make passes more affordable for students
- Make passes more accessible for part-time students
- Make program easy to understand and administer

U-Pass Pilot Program

Upon Board approval, Metro Commute Services will implement a two-year U-Pass pilot program beginning in Fall 2016. U-Pass Pilot Program will:

1. Target at least 10 new schools to participate in the program.
2. Reduce the minimum units required under the pilot to 8 units or more per quarter/semester to allow more part-time students to participate in pilot program.
3. Transition to a pay per boarding model:
 - a. Charge an estimated boarding fee of \$0.75 per boarding, which is the cash-boarding equivalent of the 30-day College/Vocational pass. Payment must be made by the school at the beginning of the term and the rate will be reassessed annually as part of the budget process.
 - b. For the introductory term, estimated boardings will be based on existing I-TAP or C/V ridership data. If the school does not have existing data, the initial student participation will be estimated at 10% of eligible students. Any overage paid by the school based on the estimated boardings for the introductory term will be credited toward the payment for Term 2.
 - c. For the second term and subsequent terms, estimated boardings will be adjusted to reflect the actual boardings from the previous term based on TAP data.
 - d. At the end of the second term and each subsequent term, actual boardings will be reconciled against the initial fee payment and a charge or credit will be issued to the school based on the difference, capped at \$43 per month (\$10.03 per week) per participant.
 - e. Schools may elect to cover the cost of the program through student fees, other funding, or by charging the students for participation. Fees collected from students may not exceed \$43/month or \$10.03/week, and the total amount collected may not exceed the total amount due to Metro.
 - f. Schools are encouraged to build U-Pass participation into their existing class registration process to allow for a seamless integration and the ability to charge the appropriate student fees, if any.

4. Schools will be responsible for collecting demographic data to assist in completion of the required Title VI analysis, for verifying enrollment eligibility for each quarter/semester, and for distributing or reactivating TAP stickers/cards for eligible students. Schools are encouraged to collect as much information as possible as part of online registration, which will also allow cards to be activated and loaded electronically by Metro.
5. Schools will report all issued TAP card/sticker numbers to Metro for tracking purposes and to facilitate replacements.
6. Schools are encouraged to partner with Metro for in-kind marketing materials and promotion of the U-Pass Program.
7. Establish goal of increasing student participation by 10% over existing C/V and I-TAP levels during the two year pilot program and use the data from the pilot program as a foundation for establishing an ongoing U-Pass program, which will ultimately replace both the I-TAP and the C/V programs. Performance measures to be assessed include:
 - a. Compare total U-Pass revenue and boardings to current I-TAP and C/V revenue and boardings and assess changes in fare revenues and ridership among the college/vocational student population
 - b. Assess changes in ridership on key lines near pilot schools
 - c. Compare the percentage of students who were issued passes on a term-by-term basis to assess changes in utilization of the U-Pass

DETERMINATION OF SAFETY IMPACT

This program does not affect the incidence of injuries or healthful conditions for patrons or employees. Therefore, approval of this request will have no impact on safety.

FINANCIAL IMPACT

As a pilot, this program will be managed within existing resources. Therefore, there will be no financial impact at this time.

Impact to Budget

As a pilot, this program will be managed within existing resources. Therefore, there will be no impact to budget at this time.

ALTERNATIVES CONSIDERED

Reduction of Units

Reducing the unit requirements for the U-Pass program was considered. With the existing 12-unit requirement for undergraduate students, there are approximately 14,000 active college transit program participants. This represents 3% of the total eligible public school students who meet the

requirement.

Decreasing the unit requirement for the U-Pass pilot program to 9 units (semester) or 8 units (quarter) would increase the potential pool of eligible participants by 17%, or approximately 250,000 public students. Based on the current 3% participation, this could result in about 7,500 new college/vocational riders. Decreasing the unit requirement for the U-Pass pilot program to 6 units would increase the potential pool of eligible participants by 35%, or approximately 536,000 public students. Based on the current 3% participation, this could result in about 16,000 new college/vocational riders.

For both cases, increasing the potential pool of eligible participants will likely result in revenue loss for Metro, with the possibility of recouping the loss through a potential increase in new riders. However, the potential revenue impact will depend on how many of the new college/vocational riders were full fare transit riders (negative impact to revenue) versus how many are new transit riders (positive impact to revenue).

Because the financial impact of the unit reduction will not be known until the overall fare revenue changes for the pilot program and the agency can be assessed, staff recommends starting the pilot program with an 8-unit minimum requirement with a commitment to review the revenue impact after six months and consider lowering the requirement to 6 units based on the assessment. The 12-unit requirement for current monthly C/V passes will remain intact.

The College/Vocational Pass requires graduate students to be enrolled in 8 or more units. Under the U-Pass Pilot Program, staff is recommending reducing the units required for graduate students from 8 units to 6 units. The 8-unit requirement for graduate students utilizing monthly C/V passes will remain intact.

Continuation of I-TAP and C/V Programs

Due to the lack of widespread usage, difficulty of administration, and the loss of revenue, staff does not recommend continuing the I-TAP program during the U-Pass Pilot Program. All current I-TAP schools will be converted to U-Pass. However, Metro will continue to offer the regular monthly College/Vocational Pass for students at schools not participating in the pilot program.

NEXT STEPS

Upon approval of this pilot program, Metro will:

1. Communicate details of U-Pass Pilot Program with all 77 schools in L.A. County and target 10 or more schools to participate in the program.
2. During initial registration period, schools will collect required Title VI data from participating students. Title VI evaluation will be conducted and a findings report will be brought back to the Board of Directors for approval prior to the end of the sixth month of the pilot program.
3. During the pilot program, Metro will continue to seek additional funding through Greenhouse

Gas Reduction Fund/Low Carbon Transit Operations Program (LCTOP) revenue Cap and Trade, the South Coast Air Quality Management District's Mobile Source Air Pollution Reduction Review Committee (MSRC), or other sources to further reduce the cost of the program to the schools and will work with schools to identify other sources of funding such as parking fees and/or fines, student association fees, and/or activity fees and/or referendums and as a means of subsidizing the program.

4. During the pilot program, Metro will continue to partner with schools to address transit service and service alignment issues.

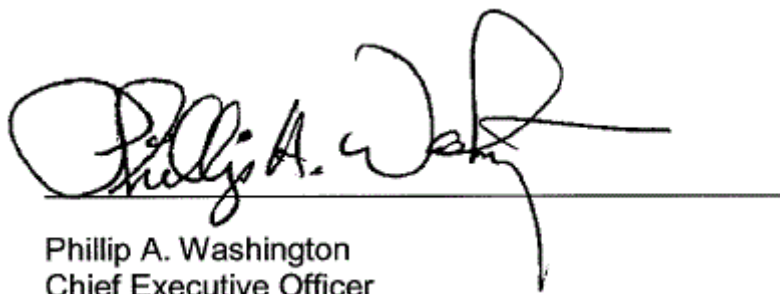
ATTACHMENTS

Attachment A - Motion 49.1 Community College Student Transit Pass Pilot Program

Attachment B - Report 49 on Community College Student Transit Pass Pilot Program in response to Motion 49.1

Prepared by: Devon Deming, Dir. of Metro Commute Services, (213) 922-7957
Jocelyn Feliciano, Communications Manager, (213) 922-3895
Glen Becerra, DEO Communications, (213) 922-5661

Reviewed by: Pauletta Tonilas, Chief Communications Officer, (213) 922-3777



Phillip A. Washington
Chief Executive Officer

Metro



Board Report

File #:2015-1497, **File Type:**Motion / Motion
Response

Agenda Number:49.1

**REGULAR BOARD MEETING
SEPTEMBER 24, 2015**

Motion by:

Mark Ridley-Thomas

September 24, 2015

**Relating to Item 49, File ID 2015-1290
Community College Student Transit Pass Pilot Program**

Los Angeles County Metropolitan Transportation Authority (Metro) staff is pursuing a number of strategies to increase ridership. While the agency currently offers subsidized monthly transit passes to students, it has not partnered with community colleges to offer a deep subsidy consistent with “Universal Pass” programs, which allow students significantly subsidized transit passes through their academic registration process. This model has been implemented at both public and private institutions locally and across the nation, and has demonstrated an ability to increase transit ridership and reduce student driving, thereby reducing traffic congestion. Research that dates back over two decades suggests that these programs are also worthwhile for the transit operator, as the programs have led to increases in total transit ridership, filled empty seats, and reduced the operating cost per ride.

As the agency pursues strategies to attract a new, diverse and sustained group of riders, the community college base may be one key sector to focus our efforts; the population tends to remain local over the long-term, and the subsidized pass can provide an impetus to become acquainted with our system. The recent expansion of the TAP card to all municipal operators throughout the County’s system would likely also increase the utilization and futility of a Universal Community College Student Transit Pass Program.

In addition to the “opt-in” increase in student registration fees, the costs of such a program could be subsidized by the college, as it will reduce parking demands. In addition, Metro could solicit additional resources through the South Coast Air Quality Management District’s Mobile Source Air Pollution Reduction Review Committee. Later this Fall, the Metro must also provide a proposal to the State of California on how we propose to spend approximately \$30 million of Greenhouse Gas Reduction Fund/Low Carbon Transit Operations Program revenue that is expected to be allocated to the agency through the State’s Cap and Trade Program; a revenue source that is anticipated to grow in the coming years. Given the focus on increasing ridership, this may also be a viable funding source for a Universal Pass program.

MOTION by Ridley-Thomas that the Board of Directors direct the Chief Executive Officer to provide a report in 60 days on the current College TAP Program, including the usage, marketing and outreach efforts to community colleges, as well as an assessment of the feasibility of piloting a Universal Community College Student Transit Pass Program.

Metro

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA



Board Report

File #:2015-1639, File Type:Informational Report

Agenda Number:49.

**EXECUTIVE MANAGEMENT COMMITTEE
NOVEMBER 19, 2015**

SUBJECT: COMMUNITY COLLEGE STUDENT TRANSIT PASS PILOT PROGRAM

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE report on **Community College Student Transit Pass Pilot Program in response to Motion 49.1.**

ISSUE

As part of an ongoing effort to pursue strategies to increase student transit ridership, motion 49.1 requests a report as well as an assessment of the feasibility of piloting a Universal Community College Student Transit Pass Program.

DISCUSSION

Background

As part of Metro's fare policy, all full-time undergraduate and graduate students in Los Angeles County are eligible for a reduced fare whether or not their school participates in the Institutional Transit Access Pass Program (ITAP) which was approved by the Metro Board in 2003. The current fare structure includes a College/Vocational 30-day pass that is offered at a 57% discount from the regular 30-day pass.

In order to be eligible for the College/Vocational pass, Undergraduate students must be enrolled in a minimum of 12 units or 12 hours of in-classroom study per week for a minimum of 3 consecutive months. Graduate students must be enrolled in a minimum of 8 units of in-classroom study per week for a minimum of 3 consecutive months. Students can purchase the reduced fare TAP card directly from Metro and load it at customer centers, vendor outlets, or online.

An additional reduced fare program offered by Metro to students is ITAP. Many colleges have participated, including the Los Angeles Community College District (LACCD). Initially, nine community college campuses used construction mitigation funds to provide free passes to students. However, once the construction mitigation funding ran out, these colleges terminated the program as they had no other funding available.

Currently USC, UCLA, Pasadena City Community College (PCC) and Rio Hondo Community College participate in the ITAP Program. In 2015, Metro conducted boarding analyses on the four participating schools. The primary objectives for the ITAP Program were to increase transit ridership and to be revenue neutral for Metro. PCC and Rio Hondo's findings indicate that the ITAP Program resulted in a substantial increase in transit ridership. PCC surveyed full-time students in 2009, and indicated that 11.1% rode Metro. In fall 2014, out of 7,638 students, 47% rode Metro. In spring 2015, out of 8,725 students 39% rode Metro. Rio Hondo surveyed their full-time students in 2009, and indicated that 7.1% of their students rode Metro. In fall 2014, out of 2,818 students, 46% rode Metro. In spring 2015, out of 2,233 students, 46.8% rode Metro. In 2012, additional Metro bus service lines were added to help support some of Rio's growth in ridership. However, the current ITAP Program at PCC and Rio Hondo is no longer revenue neutral for Metro. In fact, PCC paid \$0.28 per boarding in FY'14, and \$0.27 in FY'15. Rio Hondo paid \$0.34 in FY'14, and \$0.43 in FY'15.

In FY15, the effective subsidy provided for College/Vocational 30-day passes was \$6 million. In addition, a \$2 million subsidy was provided for the ITAP program, for a total of \$8 million in total fare subsidies for all transit passes provided to college students in FY15.

Findings

Going forward, Metro must ensure consistency with universal pass programs, and also ensure revenue neutrality for Metro. Because of TAP technology, and the ability to calculate total boarding's per campus, Metro has provided community colleges (that are participating in the ITAP program) with boarding data results. The boarding results can be used to help the participating colleges estimate the budget needed for the cost of their transit pass programs. Coordination with TAP operations will be an important part of this process and will require technical programming, support and coordination with other municipalities. Service alignment issues must also be addressed for any and all campuses that are interested in partnering with Metro.

Funding for a pilot program, and/or an on-going program may be available through Greenhouse Gas Reduction Fund/Low Carbon Transit Operations Program (LCTOP) revenue Cap and Trade and/or through the South Coast Air Quality Management District's Mobile Source Air Pollution Reduction Review Committee (MSRC) funding, as "seed" money to help subsidize costs. However, colleges and universities must be willing and able to secure sustainable funding sources of their own in order to ensure that the program continues. If a pilot program is designed it should be implemented for a period of time which is long enough for colleges to find a sustainable source of funding prior to the end of the pilot program. Colleges may be able to subsidize the cost of the Universal Pass Program by using revenue generated by parking fees and/or fines, registration fees through a student referendum, point of sale fee, student activity fees, or a combination of these sources.

USC, UCLA, PCC and Rio Hondo all participate in ITAP, but have varying programs. Students at USC and Rio Hondo passed student referendums approving fees to be used for transit. At Rio Hondo, every student is assessed a transit fee of \$9.00 per semester whether or not they use transit. USC students order the TAP cards through the university, and USC subsidizes about 1/3 of the cost. All students at PCC who are registered as "credit students" (classes with a focus toward a degree) pay a \$10.00 per semester student activity fee that goes toward transit and other support services.

PCC also charges an associated fee of \$30.00 per student per semester in order to receive a Metro ITAP Pass. UCLA subsidizes half the cost of their students' passes.

After the original nine LACCD campuses terminated their participation in the ITAP program (due to funding issues), and with limited Metro staff available to work on the program, Metro ceased to provide outreach to encourage additional college enrollment. The four universities/colleges that are participating in the ITAP program are maintained by Metro Commute Services, with coordination from TAP operations for Customer Point of Sale device (CPOS), and fare coordination with other agencies, and the accounting department for invoicing purposes.

Marketing materials designed and produced by Metro for ITAP were limited. No new marketing materials have been designed within the last six years. Each campus has designed their own marketing materials in order to promote their programs.

Metro is interested in and has a responsibility to move forward with programs that are sustainable. Commitments from colleges must be secured in order to promote and market successful sustainable student pass programs. The current monthly reduced fare program of \$43.00 offers all full time college students an opportunity to participate. However, if a college is not promoting the pass, students may not be aware or inclined to apply on their own. When a college or university, such as UCLA and USC takes on the ownership of the program and partners with Metro to offer the current reduced fare of \$43.00, along with subsidies from the campus, a CPOS on site from Metro, and the college is actively marketing and promoting the program, student pass registration, and on-going commitments from students, is much greater.

ALTERNATIVES CONSIDERED

Metro has offered ITAP pass programs to colleges and universities in the past. While UCLA and USC have successful programs, other colleges were unable to continue their participation. Metro does not recommend continuing with the current ITAP program, due to the lack of sustainable on-going funding sources, lack of "opt-in" student referendums, limited funding and the fact that the current ITAP program is no longer revenue neutral for Metro. Metro will continue to offer the regular monthly college/vocational program (such as the one UCLA and USC have). Metro staff is recommending reviewing the currently reduced college/vocational price as a viable means for going forward with a universal pass program. Some restructuring may be needed, but the current college/vocational pass is already a reduced rate; therefore, with increasing marketing efforts/outreach and campaigns, partnering with colleges/universities and campus commitments for sustainable funding sources, an increase in ridership and college participation can be expected to grow substantially over the next few years and beyond. It is estimated that with some restructuring of the current reduced college/vocational program we will be able to provide the colleges with the ability to maintain a successful, sustainable and affordable universal transit pass program.

Metro and the Board of Directors have considered the development and implementation of a universal pass program for many years. With the extension of Metro's infrastructures, and the recent decline in transit ridership, the design and implementation of a universal transit pass program will set

the pace for on-going future ridership commitments from our youth. However, before moving forward many steps must be taken first.

NEXT STEPS

To ensure that the Universal Student Transit Pass Program is designed well, meets the needs of the agency and the colleges, and is marketable and sustainable, Metro staff should:

- Convene a comprehensive working group to discuss, plan and coordinate next steps. The working group should have representation from not only community colleges, but 4 year universities and vocational schools. Sustainable funding plans should be a primary objective and lessons learned from previous programs (LAUSD/PCC/Rio Hondo) should be evaluated and reviewed in detail before going forward. The working group will require participation from OMB, TAP office, Operations, other municipalities, various colleges and university representatives and staff from Communication-Marketing.
- Evaluate if funding sources for the Universal Student Transit Pass Pilot Program and thereafter need to be secured through LCTOP/MSRC funding sources, or if colleges can sustain funding through student fees, parking fees, referendums etc.
- Determine if the currently reduced college/vocational program is the best fit for a pilot and/or on-going program.
- If a pilot program is desired, work with Metro CEO and Board to identify pilot campuses to determine how many and which colleges may participate in the pilot program. An option may be to select one campus in each supervisorial district, or perhaps working with the LACCD, at the District level would help insure efficiencies. If some of the pilots were with colleges that are currently working in partnership with one or more municipal bus operators this would allow for a study of best practices when more than one operator is involved
- Work with stakeholders to determine the appropriate share of funding that should come from student registration fees, LCTOP and/or MSRC. Determine if the pilot will include only the full-time students or also part-time students
- Metro should evaluate the student minimum requirements (Undergraduate 12 units), and consider reducing the full time minimum unit requirements in order to expand the opportunity for more students to be able to participate. An extensive evaluation on impact of resources and costs would need to be analyzed.
- Service alignment issues will need to be reviewed. Decisions for realignment and/or additional service may be required to accommodate a campus. In some cases this may not be feasible.
- Determine the length of time needed to pilot the program (one year, two semesters)

-
- Work to secure on-going funding sources. This may include subsidies from the colleges such as student association fees, and/or activity fees and/or referendums and should be considered as a means of subsidizing the program after the pilot period ends
 - Work with working group members to coordinate all efforts to ensure consistencies. Work with TAP operations to ensure universal fare coordination between other agencies

ATTACHMENTS

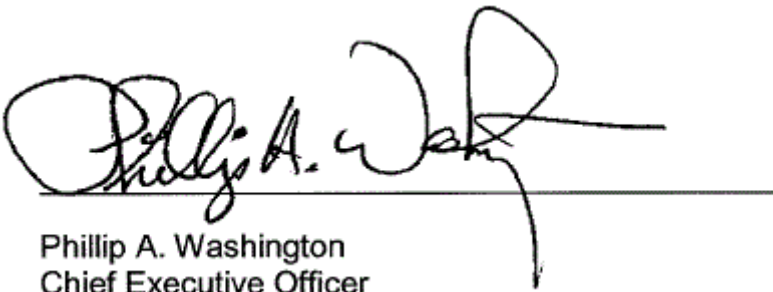
Attachment A - Motion Community College Pilot file 2015-1639

Prepared by: Sarah Zadok, Communications Manager (213) 922.4110

Prepared by: Glen Becerra, DEO, Communications (213) 922.5661

Prepared by: Melissa Wang, EO, OMB (213) 922.6024

Reviewed by: Pauletta Tonilas, CCO, Executive Office, Communications



Phillip A. Washington
Chief Executive Officer

Universal Pass Program (U-Pass)

Board of Directors Meeting - May 26, 2016



Metro

Motion 49.1 (Ridley-Thomas) requested an assessment of the feasibility of piloting a Universal Community College Student Transit Pass (U-Pass) Program.

Goal: Staff is recommending establishing a 2-year U-Pass Pilot Program for Colleges, Universities, and Trade Schools to increase college transit ridership and create a new generation of transit riders.

Objective: To transition to a more feasible pricing structure and reach a broader range of college students by reducing units required to participate, and collect the data and establish best practices necessary to establish a permanent program.

Significant Changes:

1. **Eligibility** – Units required being reduced from 12 to 8 for Fall 2016, and if no negative fiscal impact, may be reduced to 6 after the first 6 months of pilot.
2. **Pricing** – Transition to a “pay per boarding” model and invoice schools for boarding fee of \$0.75 x the total number of boardings per term based on actual usage.
3. **Administration** - The schools will be responsible for:
 - Determining student’s eligibility based on enrollment
 - Collecting student demographic information and the disclaimer/waiver form signatures
 - Distributing/Tracking U-Pass stickers/cards
 - Ensure U-Pass is properly activated via CPOS or spreadsheet to Metro

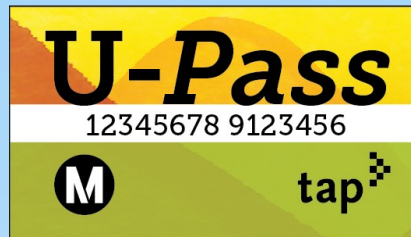
4. **Financing/Funding** -The program can be funded through student fees, grants, or student contributions. Student contributions may not exceed \$43/month or \$10.03/week, and the total amount charged to student cannot exceed the total amount due to Metro.

5. **Co-Marketing** – Metro will partner with the school to promote the U-Pass by:
 - Creating co-branded marketing materials
 - Providing staff to assist in launching the program (outreach and marketing efforts)

6. **Analysis** – Metro will determine success of the program by:
 - Goal of increasing student participation by 10%
 - Compare U-Pass revenue and boardings to current levels
 - Assess changes in ridership on key lines near pilot schools

U-PASS *(Cont.)*

Sample U-Pass Sticker:



Size: 1"H x 1.75"L



Sample U-Pass Card:



Thank you!

For questions/participation contact:

Devon Deming
Director, Metro Commute Services
demingd@metro.net
(213) 922-7957



Metro