



## Board Report

---

**File #:** 2018-0189, **File Type:** Program

**Agenda Number:** 39.

---

**EXECUTIVE MANAGEMENT COMMITTEE  
MAY 17, 2018**

**SUBJECT: UNIVERSAL COLLEGE STUDENT TRANSIT PASS  
PILOT PROGRAM**

**ACTION: APPROVE RECOMMENDATIONS**

**RECOMMENDATION**

CONSIDER:

- A. RECEIVING AND FILING the results of the Universal College Student Transit Pass (U-Pass) Pilot and GradPass Programs;
- B. APPROVING the transition of the U-Pass and GradPass Programs to become permanent programs and discontinue the I-TAP Program effective Fall 2018;
- C. APPROVING the unit reduction for undergraduate students from 6 units to 0 units and only require current enrollment in credit or non-credit courses effective Summer 2018 term for the U-Pass Program; and
- D. EXTENDING work on the Regional U-Pass Program to report back to Board within 12 months.

**ISSUE**

As part of an ongoing effort to pursue strategies to increase college student transit ridership, the Metro Board approved the Universal College Student Transit Pass (U-PASS) Pilot Program in May 2016 in response to Motion 49.1 by Director Ridley-Thomas. The two-year pilot program concludes in August 2018 and has increased college student ridership by 49%.

A lesson learned from the Pilot Program is that colleges interested in a fee-based administration system where all registered students pay a transportation fee and all registered students receive a TAP-enabled college ID card, for use on Metro and partner agencies, requires all students who pay the fee to be eligible to participate in the U-Pass program. As a result, staff recommends removing the unit requirement from the U-Pass program and allow all students who are enrolled in credit or non-credit courses to be eligible to participate.

---

## **BACKGROUND**

In 2003, the Board adopted the I-TAP program. This program was designed to increase college student ridership, while keeping the program revenue neutral for Metro. The I-TAP program allowed schools to purchase passes directly from Metro on a semester or quarterly basis. There were four (4) schools participating in the I-TAP program in 2016 - Pasadena City College, Rio Hondo College, University of California Los Angeles (UCLA) and University of Southern California (USC - graduate students only).

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 \$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.

As of August 2016, there were more than 1.4 million public college students in Los Angeles County, and only 14,000 (1%) were 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 were only offered to full-time students who represented only 30% of public school students in Los Angeles County, while the remaining 70% of students were considered part-time and were not eligible for these programs. Lastly, Metro's systemwide average fare per boarding (FPB) was \$0.75 while the I-TAP group rate pricing was only generating \$.29 per boarding. The I-TAP group rate pricing model was no longer revenue neutral to Metro, and the existing college pass programs were not reaching a large enough percentage of the student population to encourage ridership growth.

### *Motion 49.1*

In May 2016, the Board adopted the Universal College Student Transit Pass (U-Pass) Pilot Program in response to Motion 49.1 by Director Ridley-Thomas. While the motion highlighted community college students, the recommended and subsequently adopted pilot program addresses all college students. This program is designed to partner with schools to utilize technology and improve accessibility to reduced fares by streamlining the Pass enrollment process to increase student ridership, while keeping costs low for students. Students of participating schools can purchase semester passes online or on campus. They receive a sticker with an embedded TAP chip, which turns their student ID into a TAP card that can be renewed each semester. Schools partner with Metro in co-branded marketing and collect payments from students to fund the program. At the end of the semester, the schools are only billed for actual rides taken by students at the reduced rate of \$0.75 per boarding and the maximum charge is capped at \$43 per student per month to match the existing C/V program.

Staff created boilerplate Memoranda of Understanding (MOUs) approved by County Counsel and standard administrative procedures to make the U-Pass Program easy to implement, while also

placing a high value on allowing schools to administer the program in the way that works best on their individual campuses.

**DISCUSSION**

U-Pass Participation

As of May 2018, there are thirteen (13) schools participating in the U-Pass Program:

1. California Institute of Technology (CalTech) - Joined Fall 2016
2. California State University, Northridge (CSUN) - Joined Fall 2016
3. California State University, Los Angeles (CSULA) - Joined Spring 2017
4. Compton Community College District (CCCD) - Joined Fall 2017
5. El Camino College - Joined Fall 2017
6. Los Angeles City College - Joined Spring 2018
7. Los Angeles Mission College - Joined Spring 2018
8. Los Angeles Pierce College - Joined Spring 2017
9. Los Angeles Trade Technical College (LATTC) - Joined Fall 2016
10. Loyola Marymount University (LMU) - Joined Fall 2017
11. Pasadena City College (PCC) - Joined Fall 2016
12. Rio Hondo College - Joined Fall 2016
13. University of Southern California (USC) Graduate Students - Joined Spring 2016

University of California Los Angeles is the only remaining institution in the I-TAP Program and plans to transition to U-Pass on July 1, 2018.

Previously, there were 7,402 I-TAP participants. At the end of the Fall/Winter pass period on February 25, 2018, there were 11,051 participants in the U-Pass Program, which is an increase of 3,649 participants or 49% (see chart below).

**I-TAP and U-Pass Participants:**

School	ITAP Passes Fall 2015	U-Pass Fall '16 (Annual Increase)	U-Pass Fall '17
PCC	3,724	2,022 (-46%)	2,004 (-0.01%)
Rio Hondo (Rio)	1,198	1,874 (+56%)	1,206 (-36%)
UCLA (ITAP)	1,194	1,818 (+52%)	2,000 (+10%)
USC (Graduate Students)	1,286	1,414 (+10%)	1,295 (-8%)
CalTech	0	8	7 (-1%)
CSUN	0	1,663	1665 (+.001%)
LATTC	0	268	418 (+56%)
CSULA	0	0	2188
Compton College	0	0	58

El Camino College	0	0	110
LA Pierce	0	0	100
LMU	0	0	0
SMC (Test Group)	0	70	0
Annual Totals	7,402	9,137 (+23%)	11,051 (21%)
Total Increase			+49%

In the first 16 months of the program, there were 3.9 million boardings in the U-Pass Program. The success of the program has been largely due to schools subsidizing passes, Metro’s presence on participating campuses, co-branded marketing, and the ease of purchasing passes.

The success of this program resulted in Metro’s U-Pass Program being chosen by the Transportation Research Board (TRB) as a case study in the Transit Cooperative Research Program (TCRP) report Synthesis 131 on Best Practices in College Student Transit Pass programs ( <http://www.trb.org/Main/Blurbs/177362.aspx>). In addition, U-Pass has been one of the key focuses of the South Los Angeles Transit Empowerment Zone (SLATE-Z), a designated Promise Zone for Federal grant funding, and was included as part of The Kresge Foundation’s 2017 National Summit on Higher Education and Transportation.

Spring Semester Participation

Staff is in discussions with the following schools for Summer or Fall 2018 implementation:

- ArtCenter
- Azusa Pacific University (APU)
- CSUDH
- Glendale Community College
- West L.A. College (WLAC)
- Whittier College
- University of Southern California (USC - Undergraduate Students)
- UCLA - Transition from ITAP on July 1, 2018

If all of the above schools join the U-Pass Program in Fall, 28.5% of colleges in Los Angeles County will be participating in the program. Staff has set an aggressive goal of enrolling the remaining 55 schools in the county within the next two years of the program.

Reducing the Minimum Unit Requirement

In the initial External Task Force meetings to establish the U-Pass Pilot Program, many of the schools requested that the minimum units required to obtain a reduced fare pass be significantly reduced or eliminated.

Several municipal partners who offer U-Pass-type programs have a zero-unit or one-unit requirement:

- Big Blue Bus - Santa Monica College (SMC) students and staff may ride any Big Blue Bus line at any time using a valid, activated SMC ID card with current semester sticker
- Foothill Transit Class Pass - 1 Unit Required
- Long Beach Transit - CSULB U-Pass covers all students, faculty, staff, and auxiliary, with no unit requirement

One of the primary goals of the Metro U-Pass Program is to help transition participating schools to a fee-based administration system where all registered students pay a transportation fee and all registered students receive a dual-technology ID card with an embedded TAP chip or a TAP sticker on their regular ID Card to use on Metro and partner agencies' services throughout the semester. In order to utilize that type of program administration, all students who pay the fee would need to be eligible to participate in the U-Pass Program.

During the pilot period, 22,833 individuals purchased U-Passes (See Attachment B). Of these, 15,312 (67%) were full-time students and 7521 (33%) were part-time students. Of the part time students, 271 (4%) previously purchased Metro Monthly or EZ Regional passes, and 1,562 (21%) were new Metro riders.

Based on the information above, staff recommends removing the unit requirement from the U-Pass program and allowing all students who are enrolled in credit or non-credit courses to be eligible to participate. Staff also recommends allowing schools who subsidize the program to set specific eligibility requirements for receiving the subsidy as long as any enrolled student is able to purchase the pass at the full U-Pass price.

#### Transitional Pass Program

Staff recommends continuing and expanding the GradPass Program, a reduced fare Transitional Pass available at \$43 per month to U-Pass participants for 12-months after graduation, as a permanent program. For Spring Semester 2017, only two schools participated in the program, CSUN and CSULA. Approximately 15% of qualifying U-Pass graduates at those schools participated in the U-Pass Program. Staff believes this program has much greater potential and will continue to work to expand the program.

#### Staff and Faculty Employer Pass Pilot Program (E-Pass)

Since the beginning of the U-Pass Pilot Program in 2016, schools have been asking for a similar program to cover their staff and faculty boardings. Commute Services is currently working with the Office of Management and Budget (OMB) on a Pilot Program, which will be based on a per-boarding cost and administered through partnership agreements, similar to the U-Pass Program. The per-boarding charge of \$1.40 is equivalent to the current average fare per boarding that Metro is collecting under the ATAP Program. As a marketing incentive, the maximum cost per participant will be capped at \$80 per month. This program will run for up to two years, based on the timeline of OMB's current fare analysis project and all current and future U-Pass schools will have the opportunity to participate in the E-Pass Pilot Program.

## Regional U-Pass

Several of the current and future U-Pass schools have agreements with multiple transit agencies to provide service, which is accessed on a single fare instrument. Previously, the schools paid each transit provider separately, and all passes were loaded onto a single TAP sticker or card. Under that system, there were more than 10 different fare types in the TAP system.

It would benefit students and transit agencies to have one Regional U-Pass that is valid on all participating agencies. Staff recommends moving forward on creating this pass, which will require the agreement of all participating municipal operators.

As a first step, staff has created reimbursement agreements with several of the transit agencies listed above, where the agency adds U-Pass to their farebox and Metro reimburses them for all U-Pass boardings at the end of the semester at the U-Pass rate or their current college rate, whichever is lower. During the Fall 2017 semester, El Camino and Compton College students had access to Torrance Transit, GTrans, and Long Beach Transit through their U-Passes. Staff is currently in discussions to add reimbursement agreements with the following agencies for Fall 2018: Big Blue Bus, County of Los Angeles, Culver CityBus, El Monte Transit, Foothill Transit, LADOT, Norwalk Transit, Montebello Bus, and Santa Clarita Transit. This change would reduce the total college fare types in the TAP fare system to only 3 (See Attachment C). Many other municipal providers have also expressed interest in joining the U-Pass Program.

Staff will continue to work with OMB and municipal agencies to establish a Regional U-Pass and will report back to the Board in 12 months regarding the progress of this program.

## **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**

Since the beginning of the pilot program in August 2016, the U-Pass Program has generated \$4.1 million in revenue. Of the part time students who participated in the pilot period, 271 (4%) previously purchased Metro Monthly or EZ Regional Passes, representing a potential revenue loss of \$30,000 per month. However, 1,562 did not previously ride Metro, representing potential new revenue of approximately \$50,000 per month (based on the average weekly ridership of 10 boardings per week at \$.75 per boarding) for a net monthly revenue increase of \$20,000 (67% increase).

### Impact to Budget

The funding source for the MCS programs is Enterprise Fund operating revenues including sales tax and fares. The source of funds for this action, operating revenues, is eligible to fund bus and rail operating and capital expenditures.

The continued expansion and support of the U-Pass program may warrant an evaluation of the

staffing for future years as part of the budget process.

### **ALTERNATIVES CONSIDERED**

1. Continue the I-TAP Program. However, due to the lack of widespread usage, difficulty of administration, and the loss of revenue, staff does not recommend continuing the I-TAP beyond the U-Pass Pilot Program. As of July 1, 2018, UCLA will be converting to U-Pass and all current I-TAP schools have been converted to U-Pass.
2. Discontinue the regular monthly College/Vocational Pass discount for students. However, staff does not recommend this because not all colleges are enrolled in U-Pass. As a result, Metro will continue to offer the regular monthly College/Vocational Pass for students at schools not participating in the U-Pass program.

### **NEXT STEPS**

1. Establish long-term contracts with each of the existing U-Pass schools.
2. Enroll the all colleges in L.A. County during the next two years of the program and continue to grow ridership at all partner schools by 10% each year.
3. Expand the GradPass Program to all participating colleges.
4. Continue discussions with Municipal agencies to create countywide Regional U-Pass and report back to board in 12 months.
5. Continue to seek additional funding to further reduce the cost of the program to 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.
6. Continue to partner with schools to address transit service and service alignment issues.

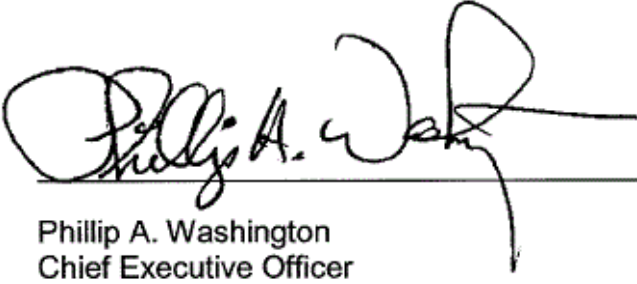
### **ATTACHMENTS**

Attachment A - U-Pass Survey Analysis

Attachment B - U-Pass Fare Consolidation Table

Prepared by: Devon Deming, Dir. of Metro Commute Services, (213) 922-7957  
Jocelyn Feliciano, Communications Manager, (213) 922-3895  
Glen Becerra, EO, Marketing, (213) 418-3264

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



Phillip A. Washington  
Chief Executive Officer



**U-Pass Survey Data Full-Time Part-Time Students**

	<b>Full-Time</b>	<b>Part-Time</b>	<b>Total</b>	<b>% Breakdown Results (Full-Time &amp; Part-Time)</b>	<b>% Breakdown Results (Full-Time)</b>	<b>% Breakdown Results (Part-Time)</b>
Total Survey Completed	15,312	7,521	22,833	100%	67%	33%
<b>If you currently ride Metro, what type of fare do you use?</b>						
College /Vocational Pass	2,906	1,214	4,120	18%	19%	16%
Regular 30 day /EZ Pass	492	271	763	3%	3%	4%
Pay as you go	7,012	3,111	10,123	44%	46%	41%
I don't ride Metro	2,023	1,562	3,585	16%	13%	21%
No Reponses	2,881	1,361	4,242	19%	19%	18%
<b>Total</b>	<b>15,314</b>	<b>7,519</b>	<b>22,833</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>How many times a week do you take Metro?</b>						
2	0	0	0	0%	0%	0%
4	0	0	0	0%	0%	0%
6	0	0	0	0%	0%	0%
8	0	0	0	0%	0%	0%
10	0	0	0	0%	0%	0%
14 or more	0	0	0	0%	0%	0%
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Number of units currently enrolled in?</b>						
6 units	0	2,478	2,478	11%	0%	33%
7 units	0	480	480	2%	0%	6%
8 units	0	997	997	4%	0%	13%
9 units	0	1,458	1,458	6%	0%	19%
10 units	0	958	958	4%	0%	13%
11 units	0	709	709	3%	0%	9%
12 units	15,312	0	15,312	67%	100%	0%
No Response	0	441	441	2%	0%	6%
<b>Total</b>	<b>15,312</b>	<b>7,521</b>	<b>22,833</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Are you currently enrolled at another college</b>						
Yes	375	639	1,014	4%	2%	8%
No	14,937	6,882	21,819	96%	98%	92%
No Reponses	0	0	0	0%	0%	0%
<b>Total</b>	<b>15,312</b>	<b>7,521</b>	<b>22,833</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**U-Pass Survey Data Full-Time Part-Time Students**

<b>How many units at other college?</b>						
1-5 units	46	214	260	1%	0%	3%
6 units	20	75	95	0%	0%	1%
7 units	0	27	27	0%	0%	0%
8 units	3	24	27	0%	0%	0%
9 units	9	26	35	0%	0%	0%
10 units	2	19	21	0%	0%	0%
11 units	0	10	10	0%	0%	0%
12 units	119	8	127	1%	1%	0%
No Response	176	236	412	2%	1%	3%
<b>Total</b>	<b>375</b>	<b>639</b>	<b>1,014</b>	<b>4%</b>	<b>2%</b>	<b>8%</b>
<b>Current employment status</b>						
Full-Time	975	1,344	2,319	10%	6%	18%
Part-Time	4,554	2,448	7,002	31%	30%	33%
Not Employed	9,591	3,647	13,238	58%	63%	48%
No Responses	192	82	274	1%	1%	1%
<b>Total</b>	<b>15,312</b>	<b>7,521</b>	<b>22,833</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Age group</b>						
17-21	10,224	2,962	13,186	58%	67%	39%
22-25	2,707	1,890	4,597	20%	18%	25%
26-30	1,248	1,290	2,538	11%	8%	17%
Over 30	986	1,277	2,263	10%	6%	17%
No Response	147	102	249	1%	1%	1%
<b>Total</b>	<b>15,312</b>	<b>7,521</b>	<b>22,833</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Ethnicity</b>						
Asian or Pacific Islander	2,222	1,218	3,440	15%	15%	16%
Black	833	479	1,312	6%	5%	6%
Hispanic	9,951	4,219	14,170	62%	65%	56%
Native American	84	70	154	1%	1%	1%
White	1,183	950	2,133	9%	8%	13%
Two or more	894	481	1,375	6%	6%	6%
No Response	145	104	249	1%	1%	1%
<b>Total</b>	<b>15,312</b>	<b>7,521</b>	<b>22,833</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**U-Pass Survey Data Full-Time Part-Time Students**

<b>Annual household income</b>						
Under \$15,000	5,917	2,983	8,900	39%	39%	40%
\$15,000-\$24,999	3,347	1,489	4,836	21%	22%	20%
\$25,000-\$34,999	1,996	1,115	3,111	14%	13%	15%
\$35,000-49,999	1,653	739	2,392	10%	11%	10%
\$50,000-99,999	1,493	719	2,212	10%	10%	10%
\$100,000-149,999	338	160	498	2%	2%	2%
\$150,000-\$199,999	83	57	140	1%	1%	1%
\$200,000 and over	75	37	112	0%	0%	0%
No Response	410	222	632	3%	3%	3%
<b>Total</b>	<b>15,312</b>	<b>7,521</b>	<b>22,833</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>How many people are in your household?</b>						
1	1,830	1,552	3,382	15%	12%	21%
2	1,775	1,165	2,940	13%	12%	15%
3	2,740	1,312	4,052	18%	18%	17%
4	3,576	1,490	5,066	22%	23%	20%
5	2,951	1,061	4,012	18%	19%	14%
6	1,390	517	1,907	8%	9%	7%
7	541	209	750	3%	4%	3%
8	230	89	319	1%	2%	1%
9	88	34	122	1%	1%	0%
10 or more	77	33	110	0%	1%	0%
No Response	114	59	173	1%	1%	1%
<b>Total</b>	<b>15,312</b>	<b>7,521</b>	<b>22,833</b>	<b>100%</b>	<b>67%</b>	<b>33%</b>

**U-Pass Current Fare Type**

College Name	Fare Type	Metro	Gardena	Torrance	Long Beach	Foothill	Montebello	Pasadena Art	Norwalk	Santa Clarita	Santa Monica
California State University, Los Angeles (CSLA)	U-Pass 1 - (Fall, Spring, Summer)	x									
University of Southern California (USC)	U-Pass 1 - (Fall, Spring, Summer)	x									
California State University, Dominguez Hills (CSDUH)	U-Pass 1 - (Fall, Spring, Summer)	x									
California State University, Northridge (CSUN)	U-Pass 1 - (Fall, Spring, Summer)	x									
Loyola Marymount University	U-Pass 1 - (Fall, Spring, Summer)	x									
Los Angeles Trade –Technical College (LATTC)	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x						
Los Angeles Pierce	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x						
Long Beach Community College (LBCC)	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x						
Compton College	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x						
El Camino College	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x						
Los Angeles Mission College	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x						
Pasadena City College (PCC)	PCC (Fall, Spring)	x				x	x				
Rio Hondo College	College (Fall, Spring , Winter, Summer)	x				x	x	x			
Cal Tech	ITAP E ( Fall, Winter, Spring, Summer)	x					x				
UCLA (Employee)	ITAP E ( Fall, Winter, Spring , Summer)	x									
UCLA (Students)	ITAP S ( Fall, Winter, Spring Summer)	x									
<b>UCLA (Employee)</b>	<b>SC ( Fall, Winter, Spring, Summer)</b>								x		
<b>UCLA (Employee Student)</b>	<b>SC ( Fall, Winter, Spring, Summer)</b>								x		
<b>UCLA</b>	<b>SM ( Fall, Winter, Spring, Summer)</b>									x	

**U-Pass Fare Consolidation Proposal - Fall 2018**

College Name	Fare Type	Metro	Gardena	Torrance	Long Beach	Foothill	Montebello	Pasadena	Norwalk	Santa Clarita	Santa Monica	Norwalk	El Monte	La County	Culver City
California State University, Los Angeles (CSLA)	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
California State University, Northridge (CSUN)	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
Loyola Marymount University (LMU)	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
University of Southern California (USC Graduate)	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
<b>Rio Hondo College (Transition from ITAP)</b>	<b>U-Pass 1 (Fall, Spring, Summer)</b>	x	x	x	x	x	x		x	x	x	x	x		
California State University, Dominguez Hills (CSDUH) NEW Fall 2018	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
California State University, Long Beach (CSULB) NEW Fall 2018	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
University of Southern California (USC Undergraduate) NEW Fall 2018	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
Azusa Pacific (APU) NEW Fall 2018	U-Pass 1 (Fall, Spring, Summer)	x	x	x	x	x	x		x	x	x	x	x		
Compton College	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x	x	x			x					x
El Camino College	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x	x	x			x					x
Los Angeles Trade –Technical College (LATTC)	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x	x	x			x					x
Los Angeles Pierce	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x	x	x			x					x
Los Angeles Mission College	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x	x	x			x					x
<b>Pasadena City College (PCC) (Transition from ITAP)</b>	<b>U-Pass 2 ( Fall, Spring , Summer)</b>	x	x	x	x	x	x			x					x
West LA College NEW Fall 2018	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x	x	x			x					x
Glendale College NEW Fall 2018	U-Pass 2 ( Fall, Spring , Summer)	x	x	x	x	x	x			x					x
<b>Cal Tech (Transition from ITAP)</b>	<b>U-PASS Q ( Fall, Winter, Spring, Summer)</b>	x						x		x	x				x
<b>UCLA (Employee) (Transition from ITAP)</b>	<b>U-PASS Q ( Fall, Winter, Spring, Summer)</b>	x						x		x	x				x
<b>UCLA (Students) (Transition from ITAP)</b>	<b>U-PASS Q ( Fall, Winter, Spring, Summer)</b>	x						x		x	x				x
<b>ArtCenter College NEW Summer 2018</b>	<b>U-PASS Q ( Fall, Winter, Spring, Summer)</b>	x						x		x	x				x

# U-Pass Program

Executive Management Committee  
May 17, 2018



# U-PASS

- The U-Pass Pilot Program has completed 21 months of its 24-month pilot program, which will expire in August 2018.
- Through partnerships with colleges, U-Pass TAP stickers are sold on campus and placed directly onto student IDs
- Schools are billed for actual boardings per semester at \$0.75 per boarding with the maximum cost being \$10.03 per week per participant, which is the equivalent of the \$43/month College/Vocational fare.
- Some schools pay for all or part of the cost on behalf of the students, but others charge them to participate.



## CURRENT PARTNERS

Cal Tech, CSULA, CSUN,  
Compton College, El Camino College, LA  
City College, LA Trade Tech College, LMU,  
Mission College, Pasadena City College,  
Pierce College, Rio Hondo College,  
USC Graduate Students  
UCLA (Transitioning 7/1/18)

Cal State Los Angeles  
Silver Line Station



# U-PASS (Cont'd.)

For the first 16 months of the pilot program), the U-Pass Program had:

- ✓ 31,312 U-Passes sold
- ✓ 3.9 million boardings
- ✓ \$2.95 million in revenue
- ✓ 49% increase in participants (Fall' 15 = 7,402 vs. Fall' 17 = 11,051)





# U-PASS (Cont'd.)

## Title VI Analysis:

In Metro service area is 77% minority with 15.9% low income

U-Pass participation is 93% minority with 75% low income

## Additional Programs Available:

- GradPass available for graduating U-Pass holders to receive reduced fare for additional 12 month after graduation at \$43/mo.
- K-12 Discount for Dual Enrolled Students (\$5.40/wk vs. \$10.03/wk)
- Bike Share and Stored Value can be added to U-Pass
- Additional Transit Agency Partners through reimbursement agreements

# U-PASS (Cont'd.)

Metro's U-Pass Program included in:

- Transit Cooperative Research Program (TCRP) report Synthesis 131 on Best Practices in College Student Transit Pass programs (<http://www.trb.org/Main/Blurbs/177362.aspx> ).
- South Los Angeles Transit Empowerment Zone (SLATE-Z) Transportation Working Group
- The Kresge Foundation's 2017 National Summit on Higher Education and Transportation

# U-PASS (Cont'd.)

Currently seeking Board approval to:

- Make U-Pass a permanent program
- Reduce the number of units required from 6 to 0
  - ✓ Schools would verify enrollment instead of units
  - ✓ Change would match other regional transit agencies' college pass programs (Foothill Transit, Long Beach Transit, Santa Monica Big Blue Bus)
  - ✓ Would also enable schools to implement transportation fees as part of registration fees (must be approved by students)
- Continue work on a Regional U-Pass and report back in 12 months
  - ✓ Current reimbursement agreements with GTrans, Long Beach Transit and Torrance Transit
  - ✓ Additional agreements planned to be added for Fall 2018

# Thank you!

For additional information visit:

[www.metro.net/riding/colleges](http://www.metro.net/riding/colleges)

For questions/participation contact:

Devon Deming

Director, Metro Commute Services

[demingd@metro.net](mailto:demingd@metro.net)

(213) 922-7957





## Board Report

---

**File #:** 2018-0189, **File Type:** Program

**Agenda Number:** 39.

---

**EXECUTIVE MANAGEMENT COMMITTEE  
MAY 17, 2018**

**SUBJECT: UNIVERSAL COLLEGE STUDENT TRANSIT PASS  
PILOT PROGRAM**

**ACTION: APPROVE RECOMMENDATIONS**

**RECOMMENDATION**

CONSIDER:

- A. RECEIVING AND FILING the results of the Universal College Student Transit Pass (U-Pass) Pilot and GradPass Programs;
- B. APPROVING the transition of the U-Pass and GradPass Programs to become permanent programs and discontinue the I-TAP Program effective Fall 2018;
- C. APPROVING the unit reduction for undergraduate students from 6 units to 0 units and only require current enrollment in credit or non-credit courses effective Summer 2018 term for the U-Pass Program; and
- D. EXTENDING work on the Regional U-Pass Program to report back to Board within 12 months.

**ISSUE**

As part of an ongoing effort to pursue strategies to increase college student transit ridership, the Metro Board approved the Universal College Student Transit Pass (U-PASS) Pilot Program in May 2016 in response to Motion 49.1 by Director Ridley-Thomas. The two-year pilot program concludes in August 2018 and has increased college student ridership by 49%.

A lesson learned from the Pilot Program is that colleges interested in a fee-based administration system where all registered students pay a transportation fee and all registered students receive a TAP-enabled college ID card, for use on Metro and partner agencies, requires all students who pay the fee to be eligible to participate in the U-Pass program. As a result, staff recommends removing the unit requirement from the U-Pass program and allow all students who are enrolled in credit or non-credit courses to be eligible to participate.

---

## **BACKGROUND**

In 2003, the Board adopted the I-TAP program. This program was designed to increase college student ridership, while keeping the program revenue neutral for Metro. The I-TAP program allowed schools to purchase passes directly from Metro on a semester or quarterly basis. There were four (4) schools participating in the I-TAP program in 2016 - Pasadena City College, Rio Hondo College, University of California Los Angeles (UCLA) and University of Southern California (USC - graduate students only).

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 \$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.

As of August 2016, there were more than 1.4 million public college students in Los Angeles County, and only 14,000 (1%) were 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 were only offered to full-time students who represented only 30% of public school students in Los Angeles County, while the remaining 70% of students were considered part-time and were not eligible for these programs. Lastly, Metro's systemwide average fare per boarding (FPB) was \$0.75 while the I-TAP group rate pricing was only generating \$.29 per boarding. The I-TAP group rate pricing model was no longer revenue neutral to Metro, and the existing college pass programs were not reaching a large enough percentage of the student population to encourage ridership growth.

### *Motion 49.1*

In May 2016, the Board adopted the Universal College Student Transit Pass (U-Pass) Pilot Program in response to Motion 49.1 by Director Ridley-Thomas. While the motion highlighted community college students, the recommended and subsequently adopted pilot program addresses all college students. This program is designed to partner with schools to utilize technology and improve accessibility to reduced fares by streamlining the Pass enrollment process to increase student ridership, while keeping costs low for students. Students of participating schools can purchase semester passes online or on campus. They receive a sticker with an embedded TAP chip, which turns their student ID into a TAP card that can be renewed each semester. Schools partner with Metro in co-branded marketing and collect payments from students to fund the program. At the end of the semester, the schools are only billed for actual rides taken by students at the reduced rate of \$0.75 per boarding and the maximum charge is capped at \$43 per student per month to match the existing C/V program.

Staff created boilerplate Memoranda of Understanding (MOUs) approved by County Counsel and standard administrative procedures to make the U-Pass Program easy to implement, while also

placing a high value on allowing schools to administer the program in the way that works best on their individual campuses.

## **DISCUSSION**

### **U-Pass Participation**

As of May 2018, there are thirteen (13) schools participating in the U-Pass Program:

1. California Institute of Technology (CalTech) - Joined Fall 2016
2. California State University, Northridge (CSUN) - Joined Fall 2016
3. California State University, Los Angeles (CSULA) - Joined Spring 2017
4. Compton Community College District (CCCD) - Joined Fall 2017
5. El Camino College - Joined Fall 2017
6. Los Angeles City College - Joined Spring 2018
7. Los Angeles Mission College - Joined Spring 2018
8. Los Angeles Pierce College - Joined Spring 2017
9. Los Angeles Trade Technical College (LATTC) - Joined Fall 2016
10. Loyola Marymount University (LMU) - Joined Fall 2017
11. Pasadena City College (PCC) - Joined Fall 2016
12. Rio Hondo College - Joined Fall 2016
13. University of Southern California (USC) Graduate Students - Joined Spring 2016

University of California Los Angeles is the only remaining institution in the I-TAP Program and plans to transition to U-Pass on July 1, 2018.

Previously, there were 7,402 I-TAP participants. At the end of the Fall/Winter pass period on February 25, 2018, there were 11,051 participants in the U-Pass Program, which is an increase of 3,649 participants or 49% (see chart below).

### **I-TAP and U-Pass Participants:**

School	ITAP Passes Fall 2015	U-Pass Fall '16 (Annual Increase)	U-Pass Fall '17
PCC	3,724	2,022 (-46%)	2,004 (-0.01%)
Rio Hondo (Rio)	1,198	1,874 (+56%)	1,206 (-36%)
UCLA (ITAP)	1,194	1,818 (+52%)	2,000 (+10%)
USC (Graduate Students)	1,286	1,414 (+10%)	1,295 (-8%)
CalTech	0	8	7 (-1%)
CSUN	0	1,663	1665 (+.001%)
LATTC	0	268	418 (+56%)
CSULA	0	0	2188
Compton College	0	0	58

El Camino College	0	0	110
LA Pierce	0	0	100
LMU	0	0	0
SMC (Test Group)	0	70	0
Annual Totals	7,402	9,137 (+23%)	11,051 (21%)
Total Increase			+49%

In the first 16 months of the program, there were 3.9 million boardings in the U-Pass Program. The success of the program has been largely due to schools subsidizing passes, Metro’s presence on participating campuses, co-branded marketing, and the ease of purchasing passes.

The success of this program resulted in Metro’s U-Pass Program being chosen by the Transportation Research Board (TRB) as a case study in the Transit Cooperative Research Program (TCRP) report Synthesis 131 on Best Practices in College Student Transit Pass programs ( <http://www.trb.org/Main/Blurbs/177362.aspx>). In addition, U-Pass has been one of the key focuses of the South Los Angeles Transit Empowerment Zone (SLATE-Z), a designated Promise Zone for Federal grant funding, and was included as part of The Kresge Foundation’s 2017 National Summit on Higher Education and Transportation.

Spring Semester Participation

Staff is in discussions with the following schools for Summer or Fall 2018 implementation:

- ArtCenter
- Azusa Pacific University (APU)
- CSUDH
- Glendale Community College
- West L.A. College (WLAC)
- Whittier College
- University of Southern California (USC - Undergraduate Students)
- UCLA - Transition from ITAP on July 1, 2018

If all of the above schools join the U-Pass Program in Fall, 28.5% of colleges in Los Angeles County will be participating in the program. Staff has set an aggressive goal of enrolling the remaining 55 schools in the county within the next two years of the program.

Reducing the Minimum Unit Requirement

In the initial External Task Force meetings to establish the U-Pass Pilot Program, many of the schools requested that the minimum units required to obtain a reduced fare pass be significantly reduced or eliminated.

Several municipal partners who offer U-Pass-type programs have a zero-unit or one-unit requirement:



- Big Blue Bus - Santa Monica College (SMC) students and staff may ride any Big Blue Bus line at any time using a valid, activated SMC ID card with current semester sticker
- Foothill Transit Class Pass - 1 Unit Required
- Long Beach Transit - CSULB U-Pass covers all students, faculty, staff, and auxiliary, with no unit requirement

One of the primary goals of the Metro U-Pass Program is to help transition participating schools to a fee-based administration system where all registered students pay a transportation fee and all registered students receive a dual-technology ID card with an embedded TAP chip or a TAP sticker on their regular ID Card to use on Metro and partner agencies' services throughout the semester. In order to utilize that type of program administration, all students who pay the fee would need to be eligible to participate in the U-Pass Program.

During the pilot period, 22,833 individuals purchased U-Passes (See Attachment B). Of these, 15,312 (67%) were full-time students and 7521 (33%) were part-time students. Of the part time students, 271 (4%) previously purchased Metro Monthly or EZ Regional passes, and 1,562 (21%) were new Metro riders.

Based on the information above, staff recommends removing the unit requirement from the U-Pass program and allowing all students who are enrolled in credit or non-credit courses to be eligible to participate. Staff also recommends allowing schools who subsidize the program to set specific eligibility requirements for receiving the subsidy as long as any enrolled student is able to purchase the pass at the full U-Pass price.

#### Transitional Pass Program

Staff recommends continuing and expanding the GradPass Program, a reduced fare Transitional Pass available at \$43 per month to U-Pass participants for 12-months after graduation, as a permanent program. For Spring Semester 2017, only two schools participated in the program, CSUN and CSULA. Approximately 15% of qualifying U-Pass graduates at those schools participated in the U-Pass Program. Staff believes this program has much greater potential and will continue to work to expand the program.

#### Staff and Faculty Employer Pass Pilot Program (E-Pass)

Since the beginning of the U-Pass Pilot Program in 2016, schools have been asking for a similar program to cover their staff and faculty boardings. Commute Services is currently working with the Office of Management and Budget (OMB) on a Pilot Program, which will be based on a per-boarding cost and administered through partnership agreements, similar to the U-Pass Program. The per-boarding charge of \$1.40 is equivalent to the current average fare per boarding that Metro is collecting under the ATAP Program. As a marketing incentive, the maximum cost per participant will be capped at \$80 per month. This program will run for up to two years, based on the timeline of OMB's current fare analysis project and all current and future U-Pass schools will have the opportunity to participate in the E-Pass Pilot Program.

## Regional U-Pass

Several of the current and future U-Pass schools have agreements with multiple transit agencies to provide service, which is accessed on a single fare instrument. Previously, the schools paid each transit provider separately, and all passes were loaded onto a single TAP sticker or card. Under that system, there were more than 10 different fare types in the TAP system.

It would benefit students and transit agencies to have one Regional U-Pass that is valid on all participating agencies. Staff recommends moving forward on creating this pass, which will require the agreement of all participating municipal operators.

As a first step, staff has created reimbursement agreements with several of the transit agencies listed above, where the agency adds U-Pass to their farebox and Metro reimburses them for all U-Pass boardings at the end of the semester at the U-Pass rate or their current college rate, whichever is lower. During the Fall 2017 semester, El Camino and Compton College students had access to Torrance Transit, GTrans, and Long Beach Transit through their U-Passes. Staff is currently in discussions to add reimbursement agreements with the following agencies for Fall 2018: Big Blue Bus, County of Los Angeles, Culver CityBus, El Monte Transit, Foothill Transit, LADOT, Norwalk Transit, Montebello Bus, and Santa Clarita Transit. This change would reduce the total college fare types in the TAP fare system to only 3 (See Attachment C). Many other municipal providers have also expressed interest in joining the U-Pass Program.

Staff will continue to work with OMB and municipal agencies to establish a Regional U-Pass and will report back to the Board in 12 months regarding the progress of this program.

## **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**

Since the beginning of the pilot program in August 2016, the U-Pass Program has generated \$4.1 million in revenue. Of the part time students who participated in the pilot period, 271 (4%) previously purchased Metro Monthly or EZ Regional Passes, representing a potential revenue loss of \$30,000 per month. However, 1,562 did not previously ride Metro, representing potential new revenue of approximately \$50,000 per month (based on the average weekly ridership of 10 boardings per week at \$.75 per boarding) for a net monthly revenue increase of \$20,000 (67% increase).

### Impact to Budget

The funding source for the MCS programs is Enterprise Fund operating revenues including sales tax and fares. The source of funds for this action, operating revenues, is eligible to fund bus and rail operating and capital expenditures.

The continued expansion and support of the U-Pass program may warrant an evaluation of the

staffing for future years as part of the budget process.

### **ALTERNATIVES CONSIDERED**

1. Continue the I-TAP Program. However, due to the lack of widespread usage, difficulty of administration, and the loss of revenue, staff does not recommend continuing the I-TAP beyond the U-Pass Pilot Program. As of July 1, 2018, UCLA will be converting to U-Pass and all current I-TAP schools have been converted to U-Pass.
2. Discontinue the regular monthly College/Vocational Pass discount for students. However, staff does not recommend this because not all colleges are enrolled in U-Pass. As a result, Metro will continue to offer the regular monthly College/Vocational Pass for students at schools not participating in the U-Pass program.

### **NEXT STEPS**

1. Establish long-term contracts with each of the existing U-Pass schools.
2. Enroll the all colleges in L.A. County during the next two years of the program and continue to grow ridership at all partner schools by 10% each year.
3. Expand the GradPass Program to all participating colleges.
4. Continue discussions with Municipal agencies to create countywide Regional U-Pass and report back to board in 12 months.
5. Continue to seek additional funding to further reduce the cost of the program to 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.
6. Continue to partner with schools to address transit service and service alignment issues.

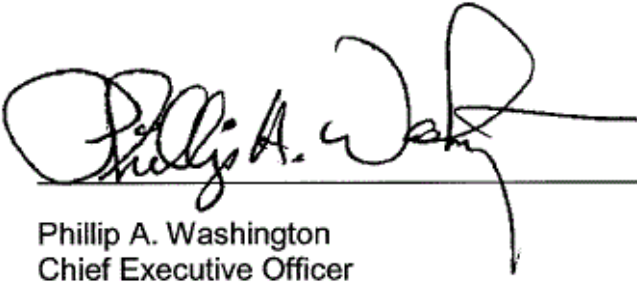
### **ATTACHMENTS**

Attachment A - U-Pass Survey Analysis

Attachment B - U-Pass Fare Consolidation Table

Prepared by: Devon Deming, Dir. of Metro Commute Services, (213) 922-7957  
Jocelyn Feliciano, Communications Manager, (213) 922-3895  
Glen Becerra, EO, Marketing, (213) 418-3264

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



Phillip A. Washington  
Chief Executive Officer



## Board Report

---

**File #:** 2018-0189, **File Type:** Program

**Agenda Number:** 39.

---

**EXECUTIVE MANAGEMENT COMMITTEE  
MAY 17, 2018**

**SUBJECT: UNIVERSAL COLLEGE STUDENT TRANSIT PASS  
PILOT PROGRAM**

**ACTION: APPROVE RECOMMENDATIONS**

**RECOMMENDATION**

CONSIDER:

- A. RECEIVING AND FILING the results of the Universal College Student Transit Pass (U-Pass) Pilot and GradPass Programs;
- B. APPROVING the transition of the U-Pass and GradPass Programs to become permanent programs and discontinue the I-TAP Program effective Fall 2018;
- C. APPROVING the unit reduction for undergraduate students from 6 units to 0 units and only require current enrollment in credit or non-credit courses effective Summer 2018 term for the U-Pass Program; and
- D. EXTENDING work on the Regional U-Pass Program to report back to Board within 12 months.

**ISSUE**

As part of an ongoing effort to pursue strategies to increase college student transit ridership, the Metro Board approved the Universal College Student Transit Pass (U-PASS) Pilot Program in May 2016 in response to Motion 49.1 by Director Ridley-Thomas. The two-year pilot program concludes in August 2018 and has increased college student ridership by 49%.

A lesson learned from the Pilot Program is that colleges interested in a fee-based administration system where all registered students pay a transportation fee and all registered students receive a TAP-enabled college ID card, for use on Metro and partner agencies, requires all students who pay the fee to be eligible to participate in the U-Pass program. As a result, staff recommends removing the unit requirement from the U-Pass program and allow all students who are enrolled in credit or non-credit courses to be eligible to participate.

---

## **BACKGROUND**

In 2003, the Board adopted the I-TAP program. This program was designed to increase college student ridership, while keeping the program revenue neutral for Metro. The I-TAP program allowed schools to purchase passes directly from Metro on a semester or quarterly basis. There were four (4) schools participating in the I-TAP program in 2016 - Pasadena City College, Rio Hondo College, University of California Los Angeles (UCLA) and University of Southern California (USC - graduate students only).

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 \$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.

As of August 2016, there were more than 1.4 million public college students in Los Angeles County, and only 14,000 (1%) were 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 were only offered to full-time students who represented only 30% of public school students in Los Angeles County, while the remaining 70% of students were considered part-time and were not eligible for these programs. Lastly, Metro's systemwide average fare per boarding (FPB) was \$0.75 while the I-TAP group rate pricing was only generating \$.29 per boarding. The I-TAP group rate pricing model was no longer revenue neutral to Metro, and the existing college pass programs were not reaching a large enough percentage of the student population to encourage ridership growth.

### *Motion 49.1*

In May 2016, the Board adopted the Universal College Student Transit Pass (U-Pass) Pilot Program in response to Motion 49.1 by Director Ridley-Thomas. While the motion highlighted community college students, the recommended and subsequently adopted pilot program addresses all college students. This program is designed to partner with schools to utilize technology and improve accessibility to reduced fares by streamlining the Pass enrollment process to increase student ridership, while keeping costs low for students. Students of participating schools can purchase semester passes online or on campus. They receive a sticker with an embedded TAP chip, which turns their student ID into a TAP card that can be renewed each semester. Schools partner with Metro in co-branded marketing and collect payments from students to fund the program. At the end of the semester, the schools are only billed for actual rides taken by students at the reduced rate of \$0.75 per boarding and the maximum charge is capped at \$43 per student per month to match the existing C/V program.

Staff created boilerplate Memoranda of Understanding (MOUs) approved by County Counsel and standard administrative procedures to make the U-Pass Program easy to implement, while also

placing a high value on allowing schools to administer the program in the way that works best on their individual campuses.

## **DISCUSSION**

### **U-Pass Participation**

As of May 2018, there are thirteen (13) schools participating in the U-Pass Program:

1. California Institute of Technology (CalTech) - Joined Fall 2016
2. California State University, Northridge (CSUN) - Joined Fall 2016
3. California State University, Los Angeles (CSULA) - Joined Spring 2017
4. Compton Community College District (CCCD) - Joined Fall 2017
5. El Camino College - Joined Fall 2017
6. Los Angeles City College - Joined Spring 2018
7. Los Angeles Mission College - Joined Spring 2018
8. Los Angeles Pierce College - Joined Spring 2017
9. Los Angeles Trade Technical College (LATTC) - Joined Fall 2016
10. Loyola Marymount University (LMU) - Joined Fall 2017
11. Pasadena City College (PCC) - Joined Fall 2016
12. Rio Hondo College - Joined Fall 2016
13. University of Southern California (USC) Graduate Students - Joined Spring 2016

University of California Los Angeles is the only remaining institution in the I-TAP Program and plans to transition to U-Pass on July 1, 2018.

Previously, there were 7,402 I-TAP participants. At the end of the Fall/Winter pass period on February 25, 2018, there were 11,051 participants in the U-Pass Program, which is an increase of 3,649 participants or 49% (see chart below).

### **I-TAP and U-Pass Participants:**

School	ITAP Passes Fall 2015	U-Pass Fall '16 (Annual Increase)	U-Pass Fall '17
PCC	3,724	2,022 (-46%)	2,004 (-0.01%)
Rio Hondo (Rio)	1,198	1,874 (+56%)	1,206 (-36%)
UCLA (ITAP)	1,194	1,818 (+52%)	2,000 (+10%)
USC (Graduate Students)	1,286	1,414 (+10%)	1,295 (-8%)
CalTech	0	8	7 (-1%)
CSUN	0	1,663	1665 (+.001%)
LATTC	0	268	418 (+56%)
CSULA	0	0	2188
Compton College	0	0	58

El Camino College	0	0	110
LA Pierce	0	0	100
LMU	0	0	0
SMC (Test Group)	0	70	0
Annual Totals	7,402	9,137 (+23%)	11,051 (21%)
Total Increase			+49%

In the first 16 months of the program, there were 3.9 million boardings in the U-Pass Program. The success of the program has been largely due to schools subsidizing passes, Metro’s presence on participating campuses, co-branded marketing, and the ease of purchasing passes.

The success of this program resulted in Metro’s U-Pass Program being chosen by the Transportation Research Board (TRB) as a case study in the Transit Cooperative Research Program (TCRP) report Synthesis 131 on Best Practices in College Student Transit Pass programs ( <http://www.trb.org/Main/Blurbs/177362.aspx>). In addition, U-Pass has been one of the key focuses of the South Los Angeles Transit Empowerment Zone (SLATE-Z), a designated Promise Zone for Federal grant funding, and was included as part of The Kresge Foundation’s 2017 National Summit on Higher Education and Transportation.

Spring Semester Participation

Staff is in discussions with the following schools for Summer or Fall 2018 implementation:

- ArtCenter
- Azusa Pacific University (APU)
- CSUDH
- Glendale Community College
- West L.A. College (WLAC)
- Whittier College
- University of Southern California (USC - Undergraduate Students)
- UCLA - Transition from ITAP on July 1, 2018

If all of the above schools join the U-Pass Program in Fall, 28.5% of colleges in Los Angeles County will be participating in the program. Staff has set an aggressive goal of enrolling the remaining 55 schools in the county within the next two years of the program.

Reducing the Minimum Unit Requirement

In the initial External Task Force meetings to establish the U-Pass Pilot Program, many of the schools requested that the minimum units required to obtain a reduced fare pass be significantly reduced or eliminated.

Several municipal partners who offer U-Pass-type programs have a zero-unit or one-unit requirement:



- Big Blue Bus - Santa Monica College (SMC) students and staff may ride any Big Blue Bus line at any time using a valid, activated SMC ID card with current semester sticker
- Foothill Transit Class Pass - 1 Unit Required
- Long Beach Transit - CSULB U-Pass covers all students, faculty, staff, and auxiliary, with no unit requirement

One of the primary goals of the Metro U-Pass Program is to help transition participating schools to a fee-based administration system where all registered students pay a transportation fee and all registered students receive a dual-technology ID card with an embedded TAP chip or a TAP sticker on their regular ID Card to use on Metro and partner agencies' services throughout the semester. In order to utilize that type of program administration, all students who pay the fee would need to be eligible to participate in the U-Pass Program.

During the pilot period, 22,833 individuals purchased U-Passes (See Attachment B). Of these, 15,312 (67%) were full-time students and 7521 (33%) were part-time students. Of the part time students, 271 (4%) previously purchased Metro Monthly or EZ Regional passes, and 1,562 (21%) were new Metro riders.

Based on the information above, staff recommends removing the unit requirement from the U-Pass program and allowing all students who are enrolled in credit or non-credit courses to be eligible to participate. Staff also recommends allowing schools who subsidize the program to set specific eligibility requirements for receiving the subsidy as long as any enrolled student is able to purchase the pass at the full U-Pass price.

#### Transitional Pass Program

Staff recommends continuing and expanding the GradPass Program, a reduced fare Transitional Pass available at \$43 per month to U-Pass participants for 12-months after graduation, as a permanent program. For Spring Semester 2017, only two schools participated in the program, CSUN and CSULA. Approximately 15% of qualifying U-Pass graduates at those schools participated in the U-Pass Program. Staff believes this program has much greater potential and will continue to work to expand the program.

#### Staff and Faculty Employer Pass Pilot Program (E-Pass)

Since the beginning of the U-Pass Pilot Program in 2016, schools have been asking for a similar program to cover their staff and faculty boardings. Commute Services is currently working with the Office of Management and Budget (OMB) on a Pilot Program, which will be based on a per-boarding cost and administered through partnership agreements, similar to the U-Pass Program. The per-boarding charge of \$1.40 is equivalent to the current average fare per boarding that Metro is collecting under the ATAP Program. As a marketing incentive, the maximum cost per participant will be capped at \$80 per month. This program will run for up to two years, based on the timeline of OMB's current fare analysis project and all current and future U-Pass schools will have the opportunity to participate in the E-Pass Pilot Program.

## Regional U-Pass

Several of the current and future U-Pass schools have agreements with multiple transit agencies to provide service, which is accessed on a single fare instrument. Previously, the schools paid each transit provider separately, and all passes were loaded onto a single TAP sticker or card. Under that system, there were more than 10 different fare types in the TAP system.

It would benefit students and transit agencies to have one Regional U-Pass that is valid on all participating agencies. Staff recommends moving forward on creating this pass, which will require the agreement of all participating municipal operators.

As a first step, staff has created reimbursement agreements with several of the transit agencies listed above, where the agency adds U-Pass to their farebox and Metro reimburses them for all U-Pass boardings at the end of the semester at the U-Pass rate or their current college rate, whichever is lower. During the Fall 2017 semester, El Camino and Compton College students had access to Torrance Transit, GTrans, and Long Beach Transit through their U-Passes. Staff is currently in discussions to add reimbursement agreements with the following agencies for Fall 2018: Big Blue Bus, County of Los Angeles, Culver CityBus, El Monte Transit, Foothill Transit, LADOT, Norwalk Transit, Montebello Bus, and Santa Clarita Transit. This change would reduce the total college fare types in the TAP fare system to only 3 (See Attachment C). Many other municipal providers have also expressed interest in joining the U-Pass Program.

Staff will continue to work with OMB and municipal agencies to establish a Regional U-Pass and will report back to the Board in 12 months regarding the progress of this program.

## **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**

Since the beginning of the pilot program in August 2016, the U-Pass Program has generated \$4.1 million in revenue. Of the part time students who participated in the pilot period, 271 (4%) previously purchased Metro Monthly or EZ Regional Passes, representing a potential revenue loss of \$30,000 per month. However, 1,562 did not previously ride Metro, representing potential new revenue of approximately \$50,000 per month (based on the average weekly ridership of 10 boardings per week at \$.75 per boarding) for a net monthly revenue increase of \$20,000 (67% increase).

### Impact to Budget

The funding source for the MCS programs is Enterprise Fund operating revenues including sales tax and fares. The source of funds for this action, operating revenues, is eligible to fund bus and rail operating and capital expenditures.

The continued expansion and support of the U-Pass program may warrant an evaluation of the

staffing for future years as part of the budget process.

### **ALTERNATIVES CONSIDERED**

1. Continue the I-TAP Program. However, due to the lack of widespread usage, difficulty of administration, and the loss of revenue, staff does not recommend continuing the I-TAP beyond the U-Pass Pilot Program. As of July 1, 2018, UCLA will be converting to U-Pass and all current I-TAP schools have been converted to U-Pass.
2. Discontinue the regular monthly College/Vocational Pass discount for students. However, staff does not recommend this because not all colleges are enrolled in U-Pass. As a result, Metro will continue to offer the regular monthly College/Vocational Pass for students at schools not participating in the U-Pass program.

### **NEXT STEPS**

1. Establish long-term contracts with each of the existing U-Pass schools.
2. Enroll the all colleges in L.A. County during the next two years of the program and continue to grow ridership at all partner schools by 10% each year.
3. Expand the GradPass Program to all participating colleges.
4. Continue discussions with Municipal agencies to create countywide Regional U-Pass and report back to board in 12 months.
5. Continue to seek additional funding to further reduce the cost of the program to 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.
6. Continue to partner with schools to address transit service and service alignment issues.

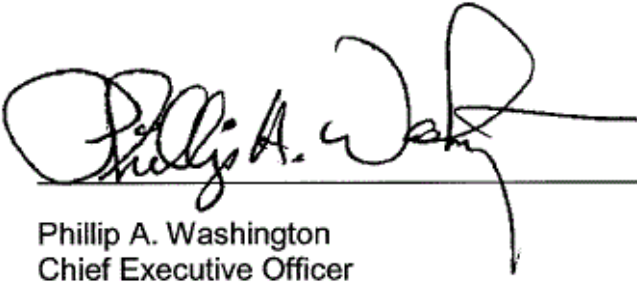
### **ATTACHMENTS**

Attachment A - U-Pass Survey Analysis

Attachment B - U-Pass Fare Consolidation Table

Prepared by: Devon Deming, Dir. of Metro Commute Services, (213) 922-7957  
Jocelyn Feliciano, Communications Manager, (213) 922-3895  
Glen Becerra, EO, Marketing, (213) 418-3264

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



Phillip A. Washington  
Chief Executive Officer

# U-Pass Program

Executive Management Committee

May 17, 2018



# U-PASS

- The U-Pass Pilot Program has completed 21 months of its 24-month pilot program, which will expire in August 2018.
- Through partnerships with colleges, U-Pass TAP stickers are sold on campus and placed directly onto student IDs
- Schools are billed for actual boardings per semester at \$0.75 per boarding with the maximum cost being \$10.03 per week per participant, which is the equivalent of the \$43/month College/Vocational fare.
- Some schools pay for all or part of the cost on behalf of the students, but others charge them to participate.



# U-PASS

## CURRENT PARTNERS

Cal Tech, CSULA, CSUN,  
Compton College, El Camino College, LA  
City College, LA Trade Tech College, LMU,  
Mission College, Pasadena City College,  
Pierce College, Rio Hondo College,  
USC Graduate Students  
UCLA (Transitioning 7/1/18)

Cal State Los Angeles  
Silver Line Station



# U-PASS (Cont'd.)

For the first 16 months of the pilot program), the U-Pass Program had:

- ✓ 31,312 U-Passes sold
- ✓ 3.9 million boardings
- ✓ \$2.95 million in revenue
- ✓ 49% increase in participants (Fall' 15 = 7,402 vs. Fall' 17 = 11,051)





# U-PASS (Cont'd.)

## Title VI Analysis:

In Metro service area is 77% minority with 15.9% low income  
U-Pass participation is 93% minority with 75% low income

## Additional Programs Available:

- GradPass available for graduating U-Pass holders to receive reduced fare for additional 12 month after graduation at \$43/mo.
- K-12 Discount for Dual Enrolled Students (\$5.40/wk vs. \$10.03/wk)
- Bike Share and Stored Value can be added to U-Pass
- Additional Transit Agency Partners through reimbursement agreements

# U-PASS (Cont'd.)

Metro's U-Pass Program included in:

- Transit Cooperative Research Program (TCRP) report Synthesis 131 on Best Practices in College Student Transit Pass programs ( <http://www.trb.org/Main/Blurbs/177362.aspx> ).
- South Los Angeles Transit Empowerment Zone (SLATE-Z) Transportation Working Group
- The Kresge Foundation's 2017 National Summit on Higher Education and Transportation

# U-PASS (Cont'd.)

Currently seeking Board approval to:

- Make U-Pass a permanent program
- Reduce the number of units required from 6 to 0
  - ✓ Schools would verify enrollment instead of units
  - ✓ Change would match other regional transit agencies' college pass programs (Foothill Transit, Long Beach Transit, Santa Monica Big Blue Bus)
  - ✓ Would also enable schools to implement transportation fees as part of registration fees (must be approved by students)
- Continue work on a Regional U-Pass and report back in 12 months
  - ✓ Current reimbursement agreements with GTrans, Long Beach Transit and Torrance Transit
  - ✓ Additional agreements planned to be added for Fall 2018

# Thank you!

For additional information visit:  
[www.metro.net/riding/colleges](http://www.metro.net/riding/colleges)

For questions/participation contact

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

