



Expanding Metro's Youth on the Move Program

A Metro Partnership Program with DCFS

Executive Management Committee, File # 2019-0626

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Metro

Potential YOTM Expansion

Request A: Expand eligibility of YOTM program, including expanding age range from to 16 to 24
 Pilot Program #1: Expanding upper age of Existing YOTM Participants to 22 years-old for 12 months

	DCFS Youth	YOTM Participants	Participants in Pilot Group ²	Active Riders in Pilot Group ²	Annual Boardings in Pilot Group
FY19	6,080	3,638 (60% ¹)	1,034	418 (40% ³)	94,664

	Boardings	Avg. Fare Per Boarding	Potential Loss of Revenue	Annual Avg. Boarding per Participant	Weekly Avg. Boardings
Metro	73,944	\$0.78	\$ 57,676.32	277	5.33
EZ	159	\$1.27	\$ 201.93	32	0.62
EZ 5	15795	\$2.65	\$ 41,856.75	73	1.40
EZ 10	4766	\$4.69	\$ 22,352.54	36	0.69
Total	94,664	N/A	\$ 122,087.54	418	8.04



1 - 60% of Eligible Participants
 2 - Turning 22 years old in next 12 months.
 3 – 40% of Pilot Group Participants are Active Riders

Potential YOTM Expansion

Request A: Expand eligibility of YOTM program, including expanding age range from to 16 to 24
 Pilot Program #2: Expanding lower age of YOTM to 16 at two DCFS sites* for 12 months

Eligible Participants in Pilot Group	Estimated Active Riders in Pilot Group (29%)	Estimated Annual Boardings for Pilot Group
133	54	22,576

	Boardings	Avg. Fare Per Boarding	Potential Loss of Revenue	Annual Avg. Boarding per Participant	Weekly Avg. Boardings
Metro	17,632	\$0.78	\$ 13,752.85	327	6.28
EZ	45	\$1.27	\$ 57.34	1	0.02
EZ 5	3770	\$2.65	\$ 9,991.01	70	1.34
EZ 10	1129	\$4.69	\$ 5,294.07	21	0.40
Total	22,576	N/A	\$ 29,095.27	418	8.04

*El Monte and Glendora



Additional Efforts

B. Improved marketing strategies

- Program is marketed through 20 LA County DCFS offices and online at: <http://ilponline.org>
- Metro has updated the marketing flyer, will improve digital/social cross-marketing and create a “How to Ride” video, which will include Metro job information

C. Enhancements to the application process

- Metro will create an online application system, similar to U-Pass, but continue to utilize the photo ID ATAP cards for implementation

D. Identification of other transportation needs

- Working on intermodal functionality to include YOTM in TAP App, Bike Share and MicroTransit and working with iFoster to install TAP App on smart phones

E. Ensure students receive support during potential changes in their living situations

- Will be addressed through pilot expansion to include additional ages/locations

F. Recommendations to reduce the cost of transit for all students

- U-Pass (+K-12 Pilot), DASH to Class, and GradPass are reducing student costs

Next Steps

1. Send written notices to participants set to age out of the YOTM Program letting them know their passes will be available for one additional year;
2. Work with the El Monte and Glendora DCFS Offices to establish procedures and enroll their 16 and 17-year-old participants into YOTM;
3. Work with DCFS to create a new online application process and orientation video;
4. Continue to market the program and changes via digital media; and
5. Report back to Board in 12-months on success of pilot programs.

