

# Universal Pass Program (U-Pass)

Board of Directors Meeting - May 26, 2016



# U-PASS

**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:

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