



# Youth Mobility Plan

Board of Directors  
October 5, 2016  
Agenda Item 4

San Mateo


## Project Overview




- Study Purpose
- Geographic Reach
- Youth Travel Market
  - Middle School
  - High School
  - College
- Strategic Plan Action
  - Goal: Expand Mobility Options

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## Demographics




- Schools in county and enrollment projections
- Current Service (2-digit routes)
- 39% of SamTrans customers are ages 13-24



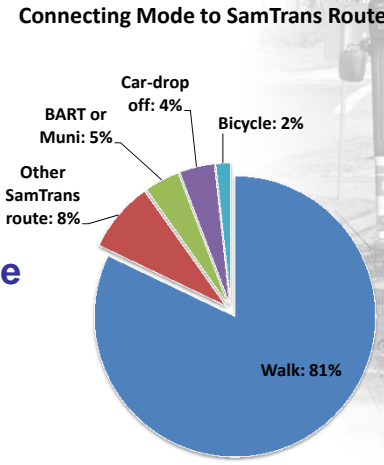
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## Youth Trends



- First-mile / last-mile
- Delay in obtaining driver's license
- Sharing Economy
- Role of technology and smartphone usage

**Connecting Mode to SamTrans Route**



Connecting Mode	Percentage
Walk	81%
Other SamTrans route	8%
BART or Muni	5%
Car-drop off	4%
Bicycle	2%

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## Opportunities Analysis



- Fare Options / Sales
- Technology
- Service Improvements
- Youth Engagement
- Marketing

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## Next Steps



- Opportunities Identification
  - Youth Outreach
  - Parent Outreach
- Recommended Actions and Strategies
- Board Update: early 2017



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# Comments & Questions



Fig. SamTrans Bus Stops 1/2 mile from High Schools, Mid County

