



SamTrans Youth Mobility Plan

Board of Directors

June 7, 2017

SPD&S Item #4

Project Overview

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- **Study Purpose**
- **YLI partnership**
 - Youth insight
 - Implementation partner
- **Youth Travel Market**
 - Middle School
 - High School
 - College
- **Draft Plan and Recommendations**



- **Categories**
 - **Organizational Improvements**
 - **Fare Options**
 - **Marketing and Technology Initiatives**
 - **Bus Operational Improvements**



Screening Criteria



- **Screening Criteria**
 - **Resources Required**
 - **Market Capture**
 - **Ease of Implementation**

Overall Score	Definition
	Highest performing = 10 or more "likes"
	Moderate performing = 7 – 10 "likes"
	Low performing = 4 – 6 "likes"

Initiative ⁵²	Resources Required	Market Capture	Ease of Implementation	Final Score
Create a Youth Mobility Coordinator Position	1 	6 	3 	10
Integrate Youth Sensitivity Training into Existing Bus Driver Training	3 	4 	3 	10
Establish a Transit Youth Ambassador Program	2 	6 	2 	10
Launch a Pilot Expansion of the Way2Go Program to Include Colleges	3 	4 	3 	10

Recommended Initiatives

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- **Create a Youth Mobility Coordinator Position**
- **Establish a Transit Youth Ambassador Program**
- **Launch a Pilot Expansion of the Way2Go Program to Include Colleges**
- **Integrate Youth Sensitivity Training into Existing Bus Driver Training**
- **Increase Social Media Engagement with Youth and Parents**
- **Enable Purchase of Youth Fares on Mobile Ticketing App**
- **Launch a Clipper Card Awareness Campaign**
- **Increase Visibility of School-Related Route On-time Performance**



Transportation Equity Allied Movement

YLI Vision:

To lead youth to create equitable communities.

TEAM Vision:

Strengthen foundation for effective and affordable public transportation, and amplify the voice of transit riders most affected

YLI Mission:

To build communities that invest in youth where young people and their adult allies come together to create positive social change.

Leadership Development

Research

Community Solutions

TEAM HMB TEAM SSF

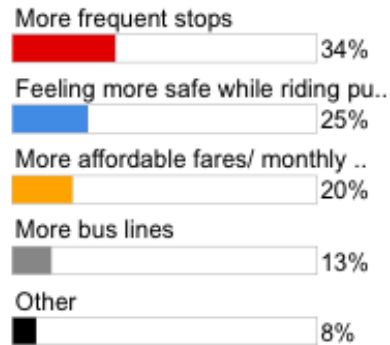


TEAM Recommendations

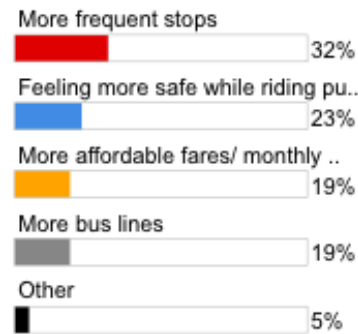
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What do you think is the best way to improve public transportation?

Half Moon Bay



South San Francisco



Recommendations



Next Steps



TEAM Coalition

Coalition of 20+ community based organizations, youth, diverse SMC geographical representation looking forward to working in partnership with decision makers.



Collect more data around types of resources community residents are accessing when utilizing public transit



Next Steps

- **Final Youth Mobility Plan**
 - Finalize for Board review
- **Implementation phase**
- **Strengthen ties with community and schools**



Comments & Questions

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