

San Mateo Community College District “Try Transit” Promotion Update

SamTrans Board of Directors

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Background

- Youth Mobility Plan adopted in August 2017
- Initiative 2.2 called for a community college student transit pass pilot
- Internal staff working group has been exploring potential ways to achieve a student transit pass and/or other student mobility improvements

Program Details and Benefits

- Mag stripe passes were distributed to offer unlimited SamTrans rides for SMCCCD students August 14-31 (13 weekdays + 5 weekend days)
- Desired outcomes:
 - Gather trip-making patterns and insights on how community college students use our system today
 - Introduce new potential customers to SamTrans by allowing them to try transit for free
 - Build relationship with SMCCCD

Pass Distribution

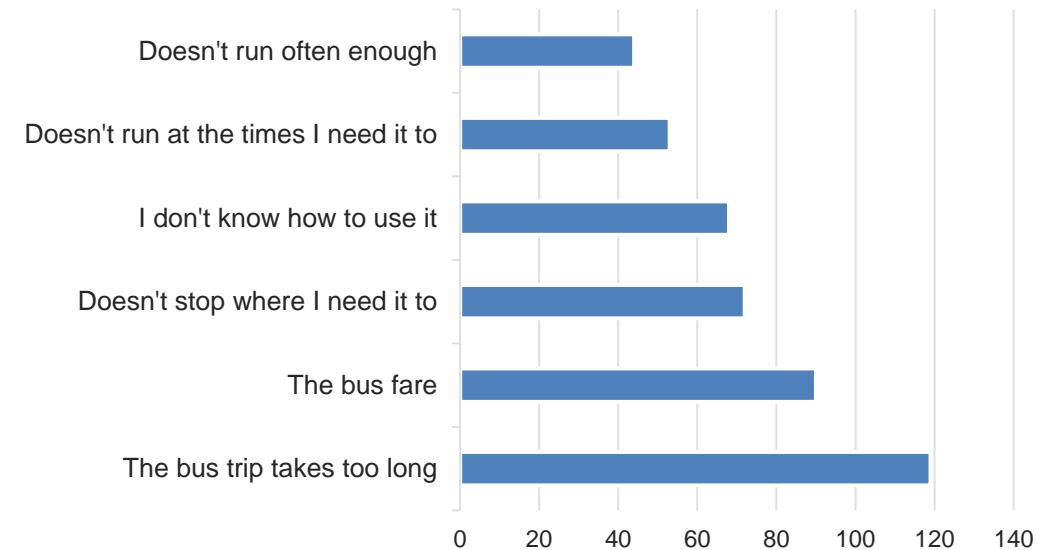
- Distributed passes on-site at three colleges August 14, 15, 19, 20
- More than 20 staff and interns from across District supported tabling efforts
- Approximately 1,700 passes distributed



Pass Recipients

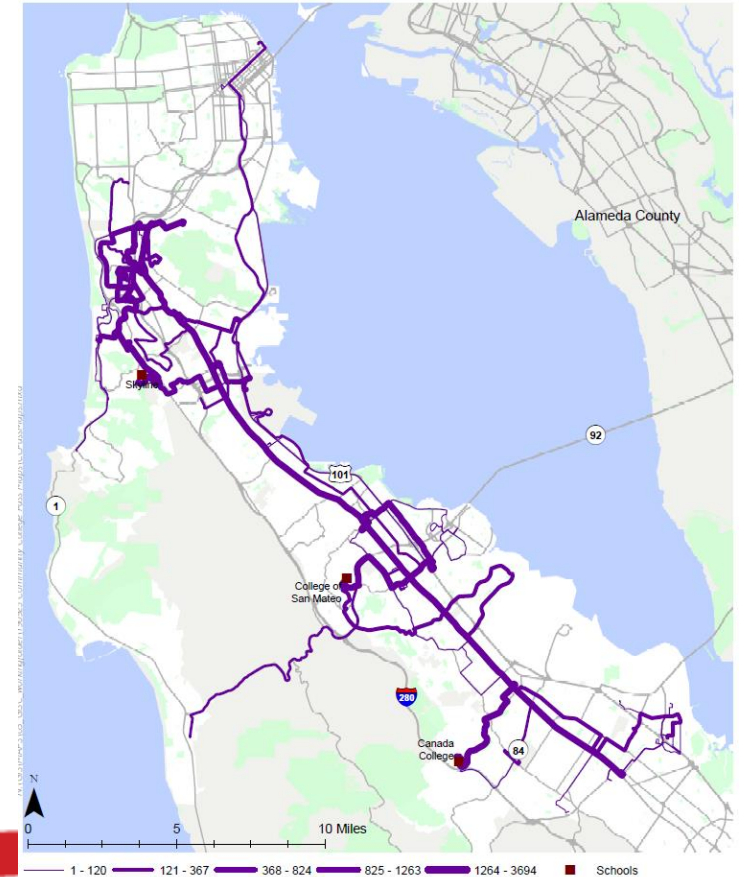
- **82% already use SamTrans,**
18% do not use it
 - 60% of riders are regular and frequent users – daily or 4-5 times per week
- Of those who do not ride, most popular reason was “bus trip takes too long”

Why don't you use SamTrans?



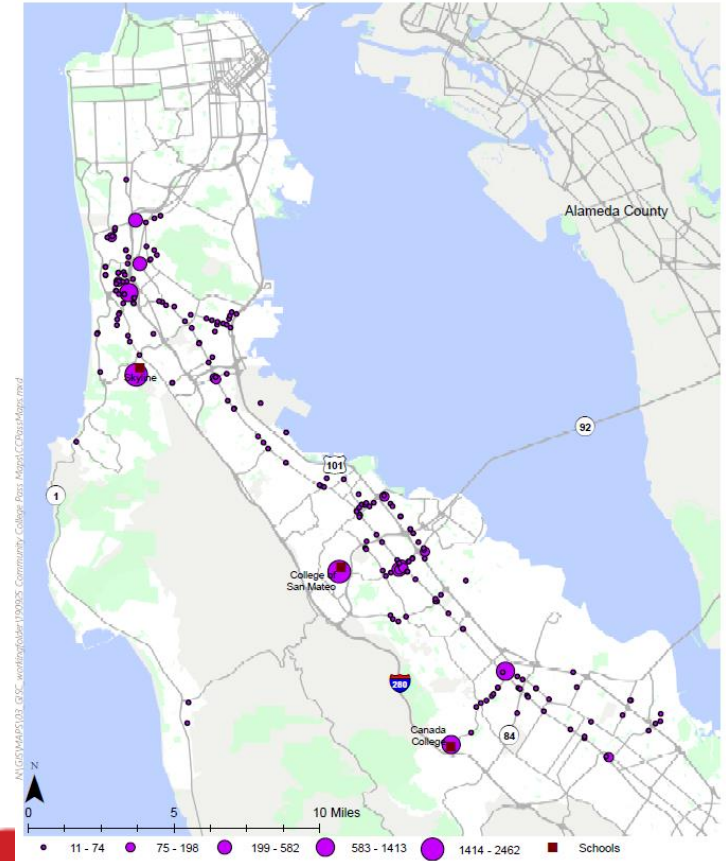
Pass Usage: Routes

- Of approx. 1,700 passes distributed, **1,295 were used (76%)** a total of **17,661 times**
- Used on **49 of 71** SamTrans routes
 - Route 250 (CSM) – 3,694 uses
 - Route 121 (Skyline) – 2,866
 - Route 274 (Cañada) – 2,120
 - Route ECR – 2,070
 - Route 140 (Skyline) – 1,263



Pass Usage: Stops

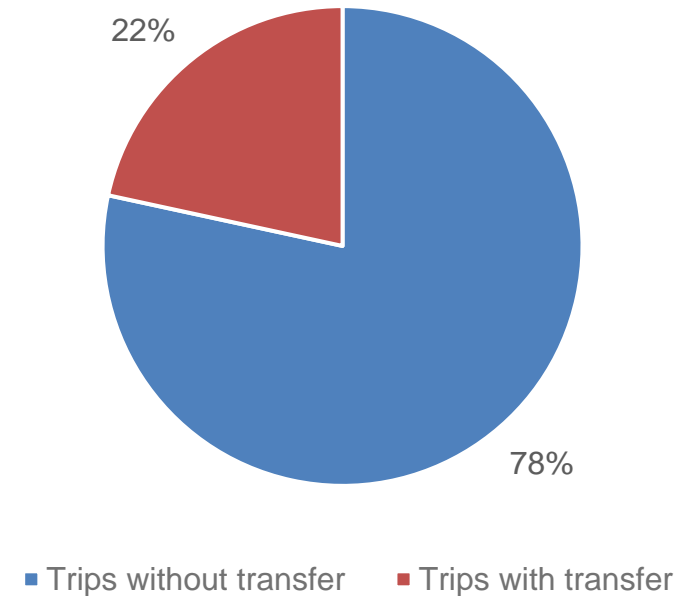
- Passes used at **626** SamTrans stops
- Top five stops (45% of all swipes)
 - CSM Transit Center
 - Skyline College Transit Center
 - Cañada College
 - Redwood City Caltrain
 - Hillsdale Shopping Center



Pass Usage: Transfers

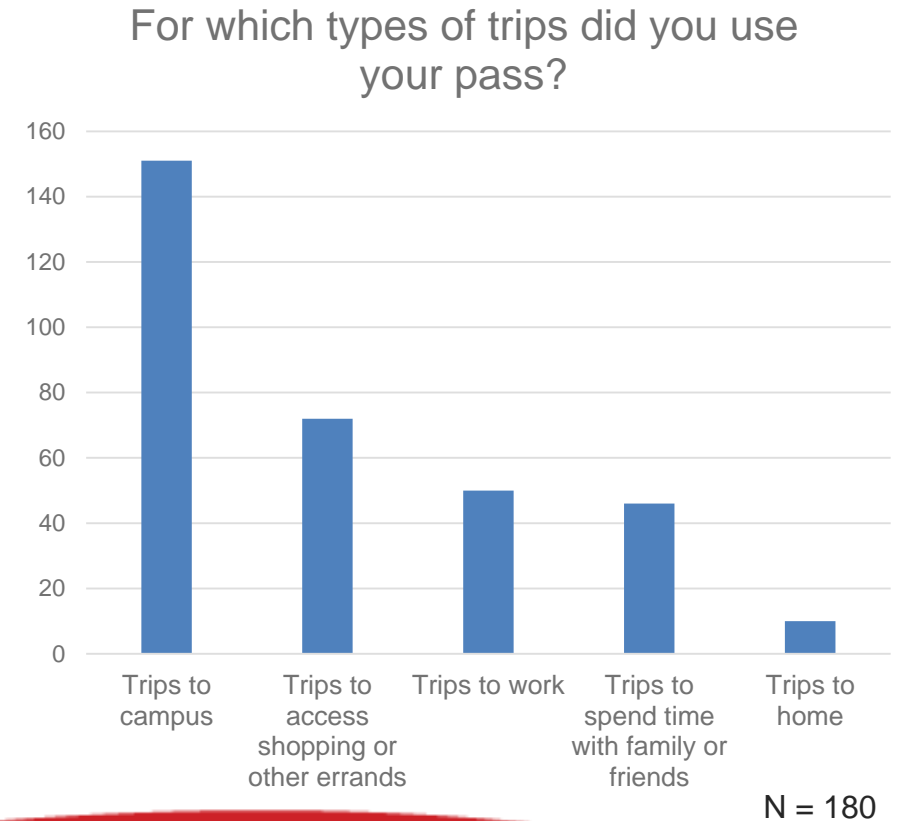
- 14,310 unique trips made
 - 22% of trips used two or more buses to complete
 - 78% did not require a transfer (one-seat ride)

How many trips included transfers?



Pass Usage: Trip Purposes

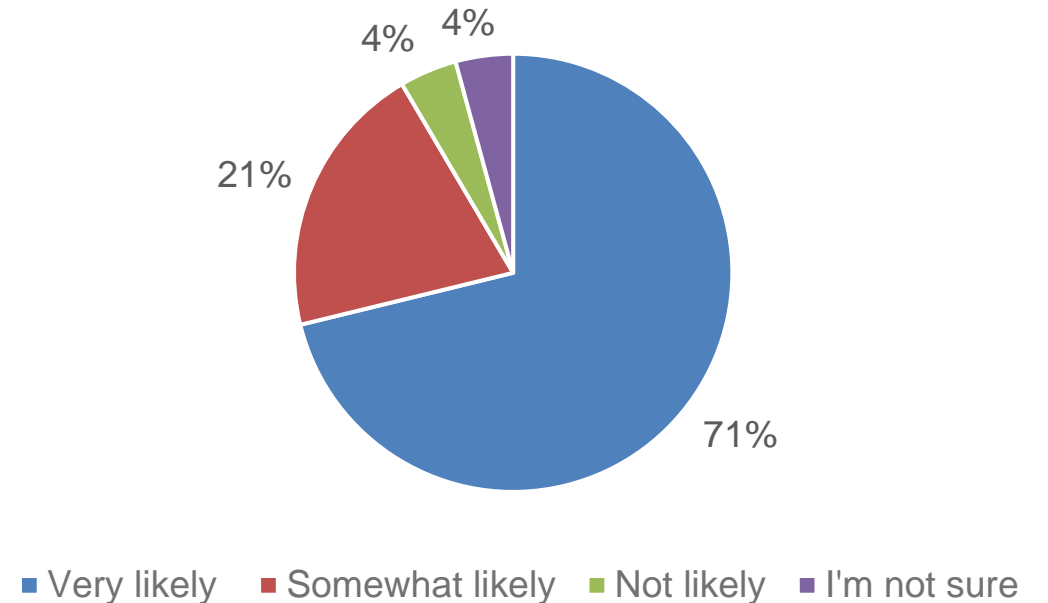
- Based on analysis of the routes used and transfer patterns:
 - 76% of trips were used to access school
 - 24% of trips were not school-related trips (did not use any of the nine SamTrans routes that serve an SMCCCD campus for any part of a trip)



Pass Usage Trends

- 92% of post-survey respondents used the pass, 8% did not
 - **22% tried SamTrans for first time** and used pass **average of three times**
- 40% said they used SamTrans “**much more** than they normally would” during the promotion

How likely are you to recommend SamTrans?



What are they saying about Try Transit?

“The pass made me save some bus tokens. Also the pass works as a bookmark.”

“I am now more used to riding transit.”

“The uniting power of freedom from finances spread among the students was amazing to witness.”

“It saved me so much money that it helped me save enough to buy my school supplies.”

“Something that could make it more useful is knowing how late a bus is going to be. If I call 511, it gives a prediction of the bus that was scheduled to come next, not the late one.”



Conclusions & Key Findings

- Community college students use SamTrans for trips all over our bus system (49 of 71 routes used).
- Students make trips far beyond their SMCCCD campus.
- Students use SamTrans for all types of trips – school, work, leisure and friends.
- Unlimited passholders said they used SamTrans more than when paying for single rides.
- Try Transit introduced new potential customers to SamTrans.

Proposed Next Steps – Two Tracks

1. Improve service to community colleges
 - Re-engage with students, evaluate and potentially modify service to the colleges during *Reimagine SamTrans*
2. Pursue a SamTrans unlimited pass for SMCCCD
 - Develop a framework for viability of permanent pass
 - Impacts to revenue, ridership, community benefits, environmental
 - Explore funding opportunities, pricing structure, fare policy requirements, technology and physical product needs, implementation models